

## INSIDE DOPE

by GEORGE F. TAUBENECK

Hard Luck Gehrig  
Back to the Sticks  
From Jackson to Greenberg  
Hank and the Handkerchiefs

### Hard Luck Gehrig

Lou Gehrig was one of the unluckiest baseball players of all time. Stricken in his prime by an obscure disease, this mighty swatter and grand sportsman did not live to learn how much all America idolized him. It was his misfortune to play on the same New York Yankees team with Babe Ruth. He came just after the nonpareil Ruth in the batting order, and his own feats too often were overshadowed by those of the Babe. On another team, at another time, Gehrig would have hogged the sports page headlines.

Even after Ruth left the Yankees, Gehrig ran into bad luck. In one game he hit four home runs in five trips to the plate—an all-time record—and came within inches of whamming out a fifth.

Did he hit the headlines for that? Huh-uh. That was the day that Manager John McGraw of the New York Giants told reporters that he was quitting baseball forever!

Gehrig hit three home runs in one day several times. The first time was against Connie Mack's Athletics in Shibe Park, Philadelphia. George Earnshaw was Connie's starting pitcher that day, and when rookie Gehrig belted his second consecutive homer over the right field wall, Mister Mack removed Earnshaw, and called his ace relief pitcher in from the bullpen.

"You weren't smart, George," slapped Mister Mack. "You have a lot to learn. Sit down here beside me and watch how Wotaisname handles Gehrig."

Patiently Earnshaw sat through the next one and two-thirds innings. Up strode Larruping Lou. Earnshaw tensed. Guess what? Gehrig crashed the third pitch over the left field bleachers and out of the park.

"Good going!" admired Earnshaw. "He made him hit late and in the other direction."

### Back to the Sticks

Baseball rules are peculiar. They make it possible for a losing team to win a game which has been stopped by rain. How come? Well, when a game is "called" the official score reverts to that of the last complete inning (if four and a half innings have been played). In that inning the presently losing team may have been ahead at the time. So it wins the game, officially. And that leads us into a good story.

Choleric "Shorty" Cantillon was managing the Washington Senators, and at the end of the fifth inning his team was behind the visiting Detroit Tigers, 2-1. In their half of the sixth Washington pushed two runs across the plate to lead, 3-2. Clouds hovered ominously at that moment, and the Detroit pitcher took his time, trying to delay the game until the rains came. When he did deliver a pitch, it was a flat one.

"Strike out, so we can finish this inning before the game is called," the Washington manager ordered each batter as he left the dugout. Mindful of their batting averages, however, the Senators kept on hitting. They were leading 10-2 before the apoplectic manager witnessed the second "out" of the inning. And then it rained in earnest. The umpires called the game, the score reverted to its 2-1 status, and so Detroit was the winner.

The defeated Washington team showered, dressed, and seated themselves in the bus that was to take them back to their hotel. They were quiet as lovers in a parked car when Cantillon, sore as a Marathon runner with bunions, boarded the bus. At that moment the storm furied up frighteningly. And when a bolt of lightning felled a horse on the street, Cantillon looked sadly and compassionately at the stricken animal.

"Isn't that awful!" he exclaimed, "how unjust of the gods, to kill a poor, defenseless animal . . . and let a dumb bunch of idiots like you so-and-so live. . ."

(Concluded on Page 8, Column 3)

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## Florida Schools Get Flow-Temp Heat Pump Units

JACKSON, Mich.—Acme Industries, Inc. Flow-Temp heat pumps are being shipped to the new Pinellas county, Fla., schools at Largo, Tarpon Springs, Clearwater, and St. Petersburg, where they will be used to heat new school buildings.

These buildings are constructed with wings containing the classrooms and each wing of the building will have its own individual Acme Flow-Temp heat pump system. This system, operating electrically, will use well water as a heat source and distribute heat by means of radiant heating coils, imbedded in the floors, to each of the individual thermostatically controlled classrooms.

Clean, even heat is made constantly available with the Flow-Temp system without the use of boilers, conventional fuel, and fuel storage requirements.

The same Flow-Temp heat pumps (Concluded on Back Page, Column 4)

## Warehousemen Hear Of 'Things To Come'

TORONTO, Ont., Can.—Some day helicopters may be landing on and taking off from the roofs of refrigerated warehouses, delivering goods to and from the nearest airport.

That possible development was seen by W. Dennis Day of Toronto in an address before the Canadian Warehousemen's Association. In case this should come about, the large refrigerated warehouse of the future should have a strong, flat, unobstructed roof, he suggested.

In the more immediate future, Day sees these changes coming: lower temperatures, more mechanical handling, completely automatic refrigerating and defrosting, greatly increased efficiency of pipe coils, increasing importance of humidity, more efficient plant design, and more delicious and nutritious cold storage products due to improved storing and handling techniques.

## Rheem Delays Introduction Of Gas Refrigerator

SAN FRANCISCO — Originally planned for November, introduction of a gas absorption-type refrigerator has been delayed for two years by Rheem Mfg. Co. because of the high investment required for such a move, a company executive disclosed.

Instead, Rheem will concentrate on a medium-priced gas clothes dryer which it hopes to put on the market by next February. By that time, the company expects to have a complete national distribution program set up.

It was estimated that an investment of \$10 million to \$12 million would have been needed to produce the refrigerator. A profitable return on such a sum could only be assured if "half or more of the gas refrigerator market were captured," the official stated.

In a few years, he said, Rheem should be in a much better position to introduce the refrigerator. The unit was developed by Clayton & Lambert Mfg. Co., Louisville.

To be manufactured in Chicago, the gas dryer will be marketed by Rheem as part of a program to cover the gas appliance field. When the present program is completed, the company will offer nationally, space and water heaters, refrigerators, dryers, and the Wedgewood gas ranges now manufactured by a company subsidiary.

## 'Par' Unit Div. Of Lynch Bought By Lehigh Mfg.

ANDERSON, Ind.—Sale of the Par Compressor Div. of Lynch Corp. to the Lehigh Mfg. Co. of Lancaster, Pa. was announced here recently by F. K. Zimmerman, president and R. L. Sears, vice president of Lynch Corp.

Lehigh has purchased all inventories of the division and has taken over the responsibility for the one-year warranty on the Par condensing units already in the hands of the trade.

Lehigh will also continue to maintain a complete stock of parts for Par condensing units now in use.

Parmetics and Par hermetics are not included in sale. Although Lehigh is assuming all existing one-year warranties on Par open type units, it is stated that Lynch Corp. in Toledo will continue to handle warranties and parts service on all Parmetics and Par hermetics.

Zimmerman stated that the sale of the refrigeration division will give Lynch added facilities to promote and expand its other lines. It manufactures glass-forming machinery, automatic packaging machines, and air compressors.

In a letter to refrigeration wholesalers, Zimmerman and Sears said: "While the transfer of inventories is going on, we believe you will best be served if you will follow these suggestions."

"Send orders for all complete condensing units and compressors and parts to Lehigh Mfg. Co., Lancaster, Pa. All unfilled orders for units will (Concluded on Page 4, Column 3)

## Arnall Wants Power To Stop Food Price Rise

WASHINGTON, D. C.—Ellis Arnall, director of the Office of Price Stabilization, declared in a television interview recently, that if the present severe drought caused food prices to rise precipitately (he predicted that they would) and things got out of hand, "it may be necessary for Congress to reassemble and give to this agency power to do the job (of price control) for you (the people)."

Arnall contended that the present price control law would not be able to hold prices against the upward pressure of food prices, many of which are now decontrolled.

He stated that widespread drought, which is already cutting down corn, hay, alfalfa, tobacco, cotton, peas, tomatoes, and other vegetable crops, would cause food costs to "go up appreciably in the months ahead." He said this "will mean disaster for your pocketbooks."

Upward pressures on canned foods are being applied by the shortage of tins for cans, he noted.

Arnall is reportedly planning to resign his post in September.

## Prospects To Get \$1 a Day For Servel Trial Period

EVANSVILLE, Ind.—Servel, Inc. has come up with an "answer to so-called buyers' strikes the industry has been complaining about."

W. Paul Jones, president, said that under a three-month nationwide campaign, prospective customers will be paid \$1 a day for as long as 10 days to try out a new Servel refrigerator.

The prospect will get the money whether or not he keeps the refrigerator. If he decides not to keep it, the box will be removed from the home without charge.

## Servel Distributors To See 'Second' Refrigerator; It Looks Like Furniture

EVANSVILLE, Ind.—Servel's "second refrigerator for the home," a small refrigerator model that will "look more like a piece of furniture than a refrigerator," will be introduced to the company's distributors in a series of regional meetings starting Aug. 18 in Chicago, reports W. Paul Jones, president of Servel.

The new Servel "second refrigerator" will have an electrically operated absorption-type refrigeration system. It is believed that it will have around 2 cu. ft. capacity, with cabinet finish in a variety of choices.

Shipments of the new refrigerator may begin early in September, and Servel is planning to launch what it terms "the largest single sales promotion campaign in its history for any single product."

The Chicago meeting on Aug. 18 will be at the Conrad Hilton hotel. It will be followed by meetings Aug. 22 in New York City at the Hotel Commodore; Aug. 26 in Atlanta at the Atlanta Biltmore; Aug. 29 at Dallas at the Hotel Adolphus; and Sept. 3 in San Francisco (hotel not yet designated).

## Eston Becomes Div. Of American Potash

LOS ANGELES—American Potash & Chemical Corp. has acquired Eston Chemicals, Inc., Los Angeles chemical manufacturer, it was disclosed recently.

Acquisition of Eston, which becomes a division of American Potash & Chemical, was accomplished by issuance of 22,837 shares of the latter's Class B stock in exchange for all of the outstanding capital stock of Eston, declared Peter Colefax, president of the purchasing company.

Eston produces refrigerants, aerosols, and industrial chemicals, and also manufactures agricultural chemicals, including insecticides and fumigants.

Eston has established nationwide distribution on its line of refrigerants which includes "Freon," methyl chloride, sulfur dioxide, and the "Charg-A-Can" unit. Eston's sales totaled approximately \$1,400,000 in the first six months of 1952.

The Eston manufacturing facilities are located at Vernon, Calif., and the company also has a unit at Tor (Concluded on Back Page, Column 3)

## IUE Asks 20 to 30-Cent Wage Hike, Benefits In New G-E Contract

NEW YORK CITY — Negotiations have begun on a new contract between General Electric Co. and the CIO International Union of Electrical Workers, with the latter demanding wage increases and other benefits totaling a union-estimated 20 to 30 cents an hour for its 70,000 G-E members.

Among other things, the union is asking for a union shop. G-E will reject this proposal, according to a company spokesman.

Other demands include a 4-cent-an-hour productivity raise, a 2.51% cost-of-living increase, adjustments in incentive pay, and better pay for women through equal pay for equal work.

Two additional union demands are that G-E stand employees' 2%-of-pay contribution to a pension fund and that it establish an employment security fund as a "cushion" for laid-off workers to supplement state unemployment compensation.

# Commercial Sales Show Continuing Gain

## CRMA Cites Improved Products, Promotion as Factor In Sales Rise

CHICAGO—The policy of intensified sales promotion adopted by virtually all commercial refrigerator manufacturers late last year when volume showed signs of dropping below a profitable operations level has paid off handsomely, members of the Commercial Refrigerator Manufacturers Association agreed in their annual meeting here Aug. 1.

A combined all-industry sales increase of 43% for this June over last was credited in part to improved market factors, but the major share of this and a correspondingly favorable upturn over the past several months was attributed to individual efforts to do a better merchandising job, through more effective utilization of proven selling techniques. Although the industry's sales were slightly below 1951 for the first half of this year, the margin of decline since January has been cut in half.

Among the factors which the manufacturers deem responsible for the improved situation are the expansion of field supervisory staffs, the selection of more and better dealers, larger advertising appropriations, consistent efforts to improve both the appearance and quality of the equipment, as well as to design, and the offering of items more closely keyed (Concluded on Back Page, Column 1)

## Pay Hike Rule Set for Commission Salesmen

WASHINGTON, D. C.—The Salary Stabilization Board was expected to issue last weekend a new regulation extending to commission salesmen the 10% catch-up formula and a cost-of-living increase amounting to 5 or 6%.

It was believed that each employer would be allowed to determine the form the payment would take for his salesmen.

The regulation was reported to be approved by the SSB and merely awaiting signature by Economic Stabilizer Roger Putnam.

## June Freezer Sales Set Record In West Penn Area

PITTSBURGH—June freezer sales in the southwestern Pennsylvania territory served by the West Penn Power Co. were the highest for any June on record, the utility reported recently.

Room coolers set an all-time high for any month. Clothes dryers equalled the highest number sold during any June, the utility noted.

Generally, it said, household electric appliance sales were higher during June than in the previous month. Sales of ranges, freezers, refrigerators, room coolers, automatic washers, cleaners, television sets, and water heaters exceeded those of June 1951.

A comparison of June 1951 and (Concluded on Back Page, Column 2)

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**Southpaw Sales Stunt!****Left-Handed Women Swarm to Dept. Store's 'Left-Handed Kitchen' Display In Pittsburgh**

PITTSBURGH—A clever twist in planned kitchen promotion which brought a record crowd into Kaufmann's department store here was a "left-handed kitchen" displayed in the store's new kitchen planning center.

A. A. Hinchliffe, buyer for the appliance department, produced this stunt after he had heard several shoppers in the department complain of the difficulty which left-handed women found in using standard kitchens.

The left-handed unit, which included such features as a left-handed oven on the range, left-handed refrigerator door, and cabinet doors similarly opening "for the southpaw," struck the public fancy, Hinchliffe said, with the result that some 300 left-handed women came in during the grand opening of the department to experiment with the design.

The name of every visitor was noted with full details on the age of appliances and fixtures in her present kitchen, and the date when she would like to have a store representative call.

By carefully questioning each housewife, Hinchliffe believes that he cut out most of the lookers.

The new kitchen planning center, of course, is not devoted primarily to left-handed women. It presents nine model kitchens, ranging in price

from around \$650 to \$3,000, and all quoted on a flat price, with the store handling the subcontracting such as linoleum, tiling, and wiring.

Sale of complete package kitchens will be considerably advanced because store salesmen, all thoroughly trained in kitchen planning, will be sent to the home only upon appointment, according to Hinchliffe. This service, which includes sketching on the spot of a new kitchen, a later color sketch, and a complete cost estimation, will be offered without strings of any sort.

The nine kitchens installed in the Pittsburgh store include two flat-wall kitchens, three L-shaped units, two U-shaped units, and a "corridor kitchen" designed to fit into the long, narrow brick homes, which are traditional around the Pittsburgh area.

Particularly outstanding is the island kitchen which incorporates many additional "built-ins" in a center block. It is designed for homes where a large amount of kitchen space is available.

**Lester Opens New Store**

JAMESTOWN, N. Y.—The Lester Electric Co., owned by Laverne Lester, has opened its new appliance store at 797 Foote Ave. The store features a complete service shop, under the direction of James Soule.

**Nash-Kelvinator Quarter Sales Hit \$124,682,547**

DETROIT—Nash-Kelvinator Corp. reported net earnings of \$7,156,811, or \$1.64 per share, for the quarter ended June 30, 1952. It is described by George W. Mason, president, as the only quarter in the 1952 fiscal year in which production has not been affected by outside strikes or shutdown for model changeover. Net earnings in the corresponding period last year amounted to \$3,099,509, or 71 cents per share.

Sales for the June quarter this year were \$124,682,547 against \$107,120,691 a year ago.

Net earnings for the nine months ended June 30, 1952, were \$8,744,829, or \$2.01 per share, compared with \$12,735,063, or \$2.93 per share, in the like period a year ago. Sales for this period were \$268,886,303 compared with \$315,972,671 last year.

**Norge Names 3 Distributors For Complete Appliance Line**

CHICAGO—Appointment of three new distributors to handle its complete line of appliances was announced by H. L. (Red) Clary, vice president in charge of sales of the Norge Div., Borg-Warner Corp.

The three appointees are: Industries Sales Corp., New Orleans, La.; Ryan Supply Co., Jackson, Miss.; and Southern Wholesale Co., Inc., Shreveport, La.

They will handle Norge appliances in Louisiana, and parts of Mississippi and Texas.



DOUG EDWARDS, CBS news commentator, wipes his brow amidst heated turmoil of the Democratic convention in Chicago as he eagerly awaits installation of Westinghouse Unitaire conditioner. Although the auditorium has a permanent air conditioning system, temporary offices of CBS blistered in the July heat until three Westinghouse Unitaire conditioners and a battery of Westinghouse Whirlaire fans were installed.

**Sales of Westinghouse Packaged Conditioners Set All-Time Record**

HYDE PARK, Mass.—"Shipments of Westinghouse self-contained air conditioners in the first six months of 1952 in 2-hp. through 7½-hp. sizes were 42% greater than in any previous period," reports T. E. Smith, sales manager for the company's Air Conditioning Division here which manufactures the cooling equipment.

"Hot weather, of course, has skyrocketed sales and installation of these packaged units during June and July to the point where all standard voltage units are sold out as of today," Smith stated. "Stocks planned for normal summer requirements are now completely inadequate. Production, however, has been increased to meet this unprecedented demand, and shipments to distributors are coming direct from the production lines."

"Vacation schedules for employees making this equipment have been rearranged until the present demand can be met."

A new and substantial trend in the home building market to include Westinghouse "Unitaire conditioners" as a central cooling system is in evidence, he reported. Many builders now claim saleability of new homes is greatly increased due to the inclusion of these units.

**BBB To Launch Campaign On 'Twilight-Zone' Ads**

NEW YORK CITY—A program for combatting "twilight zone" advertising—that which is "not quite false" but still does not "come clean with the truth"—will be launched by the Association of Better Business Bureaus, Inc., the group announced.

The program was unanimously adopted in the form of a resolution during ABBB's 38th annual conference.

It calls for the 93 BBBs in the U. S. and Canada to "initiate the organization by business of advertising boards of review or other representative groups of business leaders for the purpose of reviewing and examining such (deceptive) areas of advertising and to seek appropriate correction."

In announcing the program, John N. Garver, retiring chairman of the ABBB's board of governors, said the Better Business Bureaus "are convinced that most business executives are definitely opposed to the current 'twilight zone' type of copy used by a few, including some important national and local advertisers."

Type of advertising to come under the scrutiny of the boards of review will include the use of indefinite comparatives, superlatives, claims, bait advertising, tricky layouts, and advertising "which may not be legally provable of misrepresentation but which tests the public's credulity and insults its intelligence," the ABBB said.

Action by the bureaus in adopting the program followed reports of business leaders that "half truth" copy is undermining public confidence of business generally.

# National Lock Hardware

## for Low Temperature Cabinets

**No. 59-444A key-locking LATCH COVER**

**Series 59-378 adjustable SPRING HINGE**

Write For Details  
... on standard mechanism and strike for LATCH COVER  
... on standard HINGES to suit your application



**National Lock Company**  
Rockford • Illinois

REFRIGERATOR HARDWARE DIVISION

**FOR DEPENDABLE PRODUCT WIRING USE UNILECTRIC Wiring Systems**

Year after year — for over ten years — UNILECTRIC has produced millions of wiring systems, for more than 150 leading manufacturers of electric and electronic products. From freezers to complex armed forces equipment, these wiring systems have consistently met the most exacting requirements and provided substantial savings to each customer.

To assure utmost dependability plus cost saving engineering assistance, low cost production and "on-schedule delivery" investigate UNILECTRIC today.

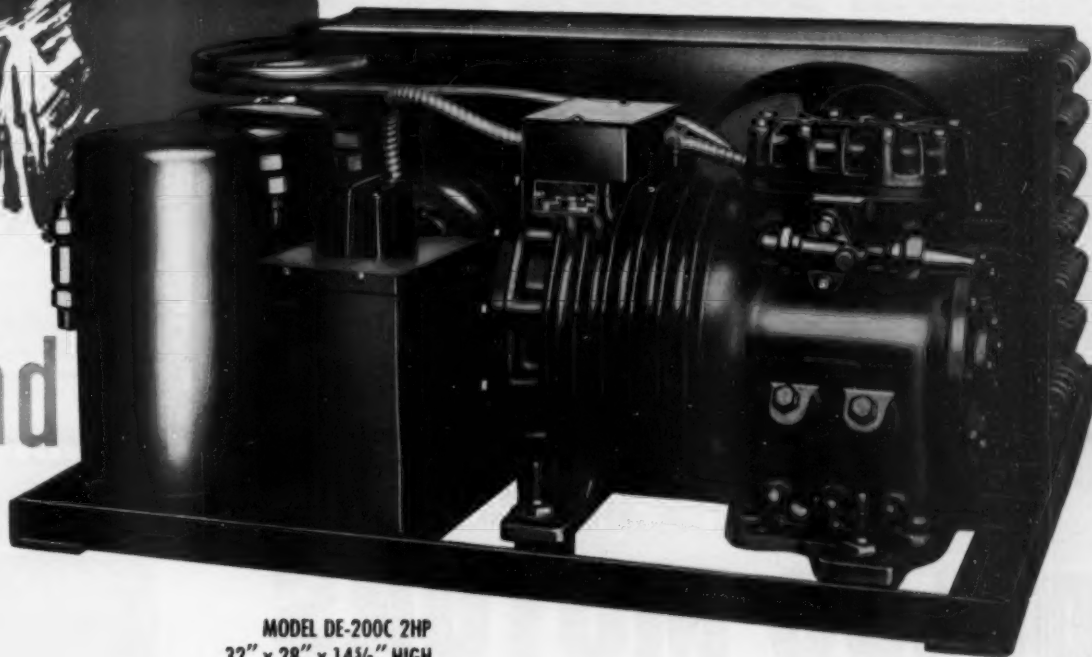
**UNILECTRIC Wiring Systems**  
Manufactured by  
**UNITED MANUFACTURING & SERVICE COMPANY**  
411 SOUTH 8TH STREET • MILWAUKEE 4, WISCONSIN



A long going tradition is that on the equator for the first time must be introduced to the Court of Neptune Rex. The ceremony before the equator crossed, Neptune and attendants (in the person of old timers) make their appearance. Those who have not crossed the equator are brought before the Court. The ceremony sometimes differs. At one time the novice's head was shaved and he was plunged backwards into a water-filled sheep pen.

The tradition began in the days of whaling ships and eventually became a part of the entertainment on pleasure cruises. During World War II millions of servicemen, crossing the equator, were presented at The Court of Neptune Rex and made "Shellbacks."

# the Copeland tradition



MODEL DE-200C 2HP  
32" x 28" x 14 1/8" HIGH

## has been built on your suggestions and needs

Every new model, every new type refrigeration unit added to the Copeland line stems from a definite need on your part. Our engineers have been close to your problems. By working with you and heeding your ever-welcome suggestions, Copeland engineers have been privileged to pioneer the finest in electric refrigeration.

Typical of practical Copeland engineering is the unit illustrated above . . . a 2 H. P. extra-low height Copelametic unit. Manufacturers had a decided need for such a unit. Compactly-designed cabinets required it. Copeland produced it. The same is true of the many other types of Copelametic units. There are Truck Models; Air-Water Combination Models; Air-Cooled, Remote and Self-Con-

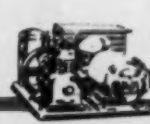
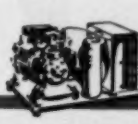
tained Models; Water-Cooled, Remote and Self-Contained Models. These plus the complete line of Copeland Belt-Driven Units add up to the most practical, most complete line of electric refrigeration equipment. The millions of Copeland units in service today testify to their lasting quality and efficiency.

Air-cooled, remote COPELAMETICS range from 1/4 H. P. through 3 H. P. There are water-cooled, remote units from 1/3 H. P. through 7-1/2 H. P. There are self-contained COPELAMETICS for all applications.

Copeland, belt-driven, air-cooled units are available through 3 H. P., water-cooled through 7-1/2 H.P.



**Copeland**  
DEPENDABLE *Electric* REFRIGERATION



REFRIGERATION UNITS (OPEN-TYPE AND COPELAMETIC) WATER COOLERS

COPELAND REFRIGERATION CORPORATION • SIDNEY, OHIO



## Service Contract Warning Issued In New Hampshire

CONCORD, N. H.—New Hampshire State Insurance Commissioner Donald Knowlton warned that companies offering a service contract, guaranteeing replacement of parts, in the sales of home appliances, home freezers, television sets, and air conditioning units, "are in fact engaged in the sale of insurance without complying with the insurance licensing laws of the state."

"Any contract made by service concerns which agree to replace certain parts upon the happening of a contingency can be construed as a contract of insurance," according to Knowlton, who added that "the assumption of a hazard or risk in such a contract involves the element of insurance."

"Properly worded warranty agreements given by the vendor at the time of sale and guarantees given by the manufacturers are not insurance," he further stated, "but some service contracts even though they may be labelled contracts of warranty or guaranty do include the elements of insurance."

"An illustration in the television field is those service contracts issued by independent service companies which agree to replace the tubes in a set on the happening of a contingency. If not properly licensed and supervised, the action of those service companies can and in some cases does result in a fleecing of the public."

"Such concerns are warned that the issuance of such contracts without being licensed is illegal and the public is advised to exercise caution."

## Worthington Names Finn Assistant Sales Manager

HARRISON, N. J.—W. A. Finn has been named assistant general sales manager of Worthington Corp. according to T. J. Kehane, assistant vice president and general sales manager.

Finn, who is returning from Paris, France, where he has been serving as general European manager, will now make his new headquarters at Worthington's offices here.

Finn was graduated from the Naval Academy at Annapolis in 1922 and served in the U. S. Navy until 1926. He then joined Worthington as an application and sales engineer in the steam power division. From 1930 to 1941 he acted as New England district sales manager and then was granted a leave of absence until 1946 to serve with the U. S. Navy, retiring as a Captain, USNR.

## Wells Named Sales Mgr. For Admiral Distributor

LOS ANGELES—Marshall C. Wells has been appointed general sales manager of Golden State Appliance Distributing Corp., newly organized Admiral distributor in Los Angeles, according to Arthur J. McGettrick, vice president and general manager.

A graduate of the University of Southern California, Wells formerly was sales manager of Sues, Young and Brown, and Hoffman Sales Corp. of Los Angeles. He is a past president of the Electric League of Los Angeles, and a member of the Pacific Coast Electric Association.

## Lehigh Buys 'Par' --

(Concluded from Page 1, Column 3) be turned over to Lehigh and we urge that you send them authority to fill these orders.

"All of our records are being turned over to Lehigh so all compressor serial cards, which identify units and compressors sold by Lynch from the beginning of the Par condensing unit and compressor business are in the hands of Lehigh Mfg. Co. service department."

"Please refer everything pertaining to units, to compressors, and serial numbers to Lehigh."

At the same time, Frank E. Shumann, president of Lehigh Mfg. Co., which is a division of Lehigh Foundries, Inc., addressed a letter to Par wholesalers in which he said:

"We feel that this merger is of sound common sense. Our lines parallel, and with the addition of the defrost and truck refrigeration system, we can offer you a more complete selling line."

"We feel that this move will enable us to give you, our customer, additional service above what either Par or Lehigh could give you as individual companies."

"Within a few days one of our field men will call on you to tell you about our Lehigh line. I've asked our refrigeration division to send you a list of key people to contact for service, both for condensing units and spare parts."

## Church To Install Cooling

RALEIGH, N. C.—Members of the North Street Baptist Church have voted to install an air conditioning unit in the church auditorium.

## Admiral Net Sales Hit \$83,015,391 for Half

CHICAGO—Net sales of \$83,015,391 and earnings of \$2,523,355, equal to \$1.31 a share, were reported by Ross D. Siragusa, president of Admiral Corp., for the first six months of 1952.

This compares with sales of \$103,587,355 and earnings of \$4,093,421, equal to \$2.12 a share, for the first half of 1951.

In the June quarter, Admiral's net sales totaled \$39,045,035, an increase of 17% over the same period last year, while earnings were \$1,007,849, equal to 52 cents a share.

Although the net earnings for the second quarter in 1951 were \$1,690,077, or 88 cents a share, on sales of only \$33,265,807, they reflected in part a readjustment of the television-appliance manufacturer's tax reserves, according to Siragusa.

Siragusa said Federal taxes continued to siphon off a large percentage of earnings and pointed out that the provision for taxes in the first half amounted to \$1.87 a share—43% more than net earnings in the period, while the second-quarter tax provision was 93 cents a share—79% more than the net earnings in the June quarter.

He said the company's increased sales of television receivers ran contrary to the normal seasonal downturn in June as the result of its heavy pre-convention promotions.

Sponsorship of the television and radio coverage of the two political conventions, as well as the prolonged July heat waves throughout most of the nation, has resulted in near-record refrigerator sales, it was stated.

"All our plants except the Galesburg refrigerator plant will be operating at maximum capacity by Aug. 15 and we anticipate industry-wide television sales of about 2,750,000 units during the second half of the year," Siragusa declared.

"Galesburg has closed for its two-week vacation, but its opening will be delayed for an additional week or 10 days because of steel shortages resulting from the recent strike."

He said the next special event to be sponsored by Admiral will be the 19th annual All-Star football game in Chicago on Aug. 15, when "the largest lineup of television and radio outlets ever assembled for a sports event" will be utilized.

## NPA Eases Rules on Copper, Aluminum Use

WASHINGTON, D. C.—The National Production Authority has recently eased its restrictions on copper and aluminum use so that—

1. Manufacturers of consumer products can now use these metals for decorative purposes if they so desire. Their allotments will not be increased, but they now have more discretion in their use.

2. Builders of industrial plants and homes can now use larger amounts of these metals both on new construction and on projects already under way.

Contractors on industrial projects will now be permitted to self-authorize up to 4,000 lbs. of aluminum and 5,000 lbs. of copper and copper base alloys. Previously self-authorization was limited to 2,000 lbs. of each.

Builders of residential projects can now use 275 lbs. of aluminum and 200 lbs. of copper (formerly 250 and 50 to 110 lbs., respectively) in homes where steel pipe is used for water systems.

Where copper pipe is used in water systems, 275 lbs. of aluminum and 400 lbs. of copper products are permitted (previously 250 and 175 to 190, respectively). An additional 200 lbs. of copper is permitted where a forced hot water system is installed and 500 lbs. of copper where radiant heating is used.

## Apex Suffers \$49,614 Loss In First Half

CLEVELAND—Though volume of business steadily increased during the first quarter, adverse market conditions and the steel strike combined to give Apex Electrical Mfg. Co. a net loss of \$49,614 for the first half, C. G. Frantz, president, reported recently.

Apex made a net profit of \$110,649 in the first half of 1951, he said.

Despite these facts, sales for the first half of 1952 were higher than those of 1951, he said. The respective figures were \$13,768,537 and \$12,589,447.

Frantz said that Apex expects to return to normal operations in its home laundry equipment line in mid-August. Assembly lines were closed during most of June and July.



Quiet!

Efficient! Dependable!

# DELCO MOTORS

...first in the nation for air conditioning and refrigeration!

The motors used in refrigeration and air conditioning units can make or break the reputation of the firm that makes the units. You know that from experience. If a motor stands up through the years, no one notices it. If the motor breaks down, the maker of the entire unit is blamed.

That's why more and more manufac-

turers now choose Delco motors for refrigeration and air conditioning units. The extra life built into Delco motors pays off by enhancing the reputation of the equipment.

Check up on the Delco line—get the motor that's right for your product. For complete information, write Delco Products, Dayton, Ohio, or our nearest sales office.



DELCO PRODUCTS DIVISION OF GENERAL MOTORS CORPORATION, DAYTON, OHIO

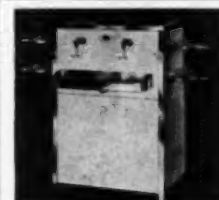
SALES OFFICES: Atlanta • Chicago • Cincinnati • Cleveland • Dallas  
Detroit • Hartford • Philadelphia • St. Louis • San Francisco



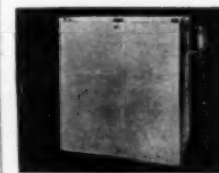
THE BEST RUNNING MATE YOUR PRODUCT CAN HAVE

For Recognized Quality - Extra Gallons

## Sell Your Condensing Unit - Filterine Water Coolers



Mess Hall-Cafeteria Cooler



Photographo-X-Ray Cooler



Typical "Packaged" Circulating Chilled Water System

Sell your condensing unit with remote models for new and replacement jobs—all applications. Capacities 10-1000 g.p.h.; storage 7-300 gals. Filters Rectifier-Dechlorinators available for all sizes.

Promote your own condensing unit sales with Filterine's 20-year-life construction . . . high capacity . . . Super Storage . . . more than 40 years' dependability.

COOLERS FOR MESS HALLS - CAFETERIAS

Conform with Fed. Spec. 00-C-566b

COOLERS FOR X-RAY & PHOTOGRAPHY

PACKAGED CIRCULATING CHILLED WATER SYSTEMS

REMOTE COOLERS FOR ALL USES

Sell your condensing unit with Filterine Stainless Steel or Duco finished cabinets, equipped to suit with top/side shelves, hoppers, glass-fillers. Can be Taste-Master equipped to remove chlorine, rust, sediment from water.



Sell your condensing unit with Filterine models repeatedly named by V.A., Signal Corps, Air Force, etc. for X-ray and photo-labs. Under counter design and floor-mounted models with stainless steel work-table top. Filters (extra) to prevent scratched and pin-holed negatives.

Sell your condensing unit! Systems for drinking or processing water—completely packaged with pump, controls, your condensing unit factory installed. Capacities 5-400 g.p.h.; storage 5-150 gals. Filters Rectifier-Dechlorinators (extra) to insure taste-free, sparkling water.



Remote Model Cooler



Write for catalog and Specification Guide

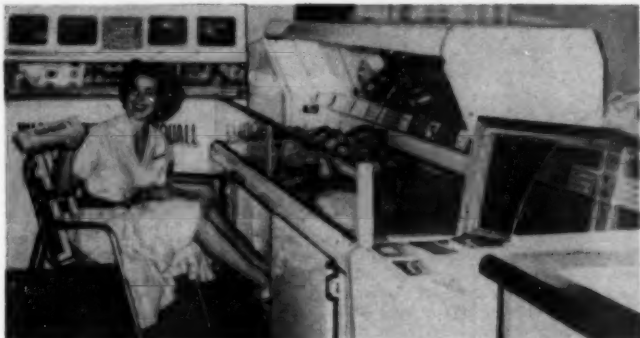
FILTRINE MANUFACTURING COMPANY - BROOKLYN 5 - N. Y.

"Water Coolers and Filters for 40 Years"

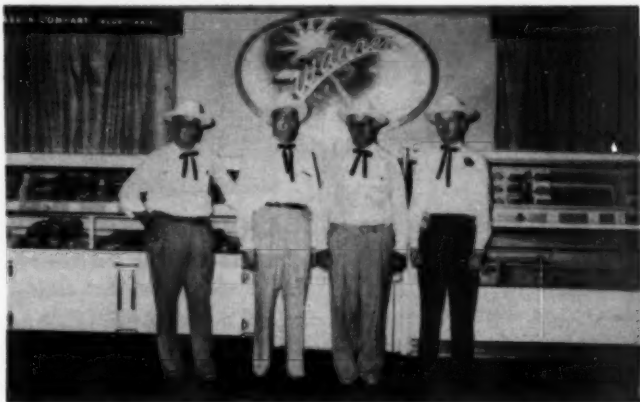


## Commercial Refrigeration

### Southern Hospitality at Warren Booth Leaves NARGUS Model Cold But Happy



RELAXING for a moment, one of the beautiful models at the national grocers' convention in Miami accepted the Warren Co.'s hospitable offer to cool her feet in the bottom storage compartment of Warren's new model COUS open display and storage case for dairy products, produce, and packaged meats. The COUS is completely self-contained and available in 8 and 10-ft. lengths.



REAL SOUTHERN hospitality was the keynote at the Warren booth with company representatives wearing "southern colonial" Panamas and string ties. Bandying the deep southern drawl with visiting grocers were (l. to r.) Harold Webb, southeastern district manager; Charles Spencer, midwest district manager; Roger Jacobs, Warren vice president in charge of sales; and Earl Barton, assistant sales manager.

### Beatrice Foods Builds Refrigerated Warehouse

DENVER—Beatrice Foods Co. has begun construction of a new 12-million-pound-capacity refrigerated warehouse adjacent to the stockyards district of Denver.

Designed primarily to quick-freeze and store meat and poultry for the fast growing Denver area, the new warehouse will be a single story building, 228 by 115 ft.

More than 100,000 lbs. of meat and poultry will pass through the quick-freezing tunnels of the new plant

every few hours, according to Dan H. Murphy, manager of Beatrice cold storage operations.

With a temperature range of -10° to -40° F., the warehouse will double the capacity of Beatrice Foods' present refrigerated storage facilities.

According to Beatrice vice president Brown W. Cannon, the new plant will handle \$50 million worth of perishables annually. Beatrice warehouse will also store other types of perishable food products.

### Drugstore Sells Boxed Candy In Self-Serve Case

HAMBURG, N. Y.—Boxed and packaged candy literally "sells itself" at the Hamburg Pharmacy with the help of a refrigerated candy case holding a wide variety of sweets.

The self-serve case is spotted along a main traffic artery on the left-hand side of the store. A card on the case asks customers to pay for their candy selections at the nearby cigar counter.

Boxed and packaged candy is displayed in eye-catching manner to stimulate impulse sales as customers pass the display.

### New Plant Will Cool Lettuce for Shipping Without Crushed Ice

PHOENIX, Ariz.—Crystal Ice and Cold Storage Co. here is spending \$300,000 on a vacuum packing plant for fresh lettuce. Another, almost identical, is being built at Glendale, Ariz., for the Vacuum Cooling Co. of California.

The process takes all the field heat out of the lettuce by subjecting it to a temperature only a degree or two above freezing, for a certain length of time.

This does away with the necessity for putting chopped ice into the lettuce crates as they are packed, and for blowing ice over the crates after they are stacked in the refrigerator car for shipment. Only ice used is that placed in the cars' bunkers. This greatly reduces the expense.

### Frozen Midgets

### Young Turks—Birds, Not Politicos—Make Bid To Oust Chickens from Roaster Oven

MADISON, Wis.—Refrigeration is helping Maurice Klinker, owner of Klinker's Hatchery here, to market a new kind of turkey developed to replace the roasting chicken.

Klinker is raising about 1,000 small-size Beltshire turkeys monthly for the local market. After being butchered and dressed, the turkeys are frozen in the Klinker plant, which uses Lipman equipment, and then stored in a cooler.

About 10 frozen and packaged turkeys are always kept in a Norge refrigerator in the showroom. Thus, Klinker can serve the drop-in trade quickly, especially during rush periods.

The hatcheryman has built a thriving trade on this small-size turkey, which weighs from 4 to 9 lbs., since he envisioned a market which would replace the old-time roasting chicken market.

He explained that with the development of broiler areas, roasting chickens of from 4 to 6 lbs. have virtually gone off the market in many sections of the nation. They can now be purchased only from farmers and hardly none at all from commercial producers, most of whom have now gone into the broiler market.

However, many people like a fowl of from 4 to 6 lbs., especially families of two to four persons. The Beltshire turkey such as Klinker raises matures at this weight level. When

packaged and frozen, this 4-6-lb. size looks exactly like a roasting chicken.

In March the birds were selling at 80 cents per lb., which Klinker says is more meat per pound than the customer can get from beef, pork, or lamb of the same poundage in local markets.

Many meat markets in the Madison area are handling these frozen turkeys because they find that the birds sell well.

One meat market owner who was reluctant to try a stock of five turkeys in January, saying no one could sell turkeys in January, especially with the holiday season just passed, sold his stock of five birds the first day.

During January he sold a total of 45 turkeys and now has many regular customers for this type of poultry meat, especially in 4-6-lb. weight class.

Within the near future, Klinker plans to buy radio station time in the Madison area, with the program featuring turkey recipes and cooking.

A smart merchandising move by Klinker is his design and development of a frozen turkey paper carton, with handy cut in carrying slots and with frozen turkey advertising on the outside. In such a carton the frozen turkey fits neatly, requiring no on-the-spot wrapping when sold to a customer.

To give you  
**PEAK PERFORMANCE  
ON ALL INSTALLATIONS...**

**Sporlan**  
pioneered  
**SELECTIVE  
CHARGES**  
on Thermostatic Expansion Valves

**"C" CHARGE**  
for  
SUCTION TEMPERATURES  
ABOVE ZERO

**"Z" CHARGE**  
for  
SUCTION TEMPERATURES  
BELOW ZERO

*plus* - **"G" Charge** for COMFORT COOLING  
- **"X" Charge** for EXTREMELY LOW TEMPERATURES

**SPORLAN FIRST** to introduce "C" and "Z" selective charges for thermostatic expansion valves... 1934... today the symbols of the industry.

**SPORLAN FIRST** with Flow-Master element to minimize hunting in air conditioning systems... 1948... Sporlan exclusive today.

**SPORLAN FIRST** with welded thermostatic element with stainless steel diaphragm... 1934... Prime contribution to Peak Performance of Sporlan thermostatic expansion valves throughout the years.

Easy accessibility of parts has always been a feature of all Sporlan Valves. It means easy take-a-part for inspection and cleaning.

*and Now...*

**SPORLAN LEADS THE WAY AGAIN WITH THE NEW SPORLAN TYPE-W** The First 100 Ton Direct Acting Thermostatic Expansion Valve for Freon-12 Incorporating ALL the Sporlan Proven Features

**BE PROGRESSIVE WITH THE LEADER...**  
For Confidence and  
**PEAK PERFORMANCE buy SPORLAN**

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Export Dept. 89 Broad Street, New York 4, N. Y.

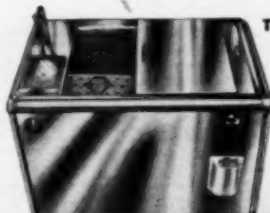
*See Your SPORLAN WHOLESALER Today!*

**Buy SPORLAN RIGHT DOWN THE LINE**

**EXTRA OUTLETS mean EXTRA PROFITS**

**SELL BEVCO**  
**High Quality COOLERS**  
...and get Extra 'BID' BUSINESS  
in SCHOOLS... INSTITUTIONS, Etc.

BEVCO dry cooling is trouble-free... your sales and extra profits potential are high in the lucrative institutional field with BEVCO. The sealed refrigeration system carries a 5-year warranty. This means top performance.



#### THEY FIT IN YOUR LINE

BEVCO Coolers always fit the need. They're quality throughout... custom built, you can order at your option, stainless steel inside and out or stainless inside and beautifully enameled without. Here is beauty, sanitation and performance combined. Accessories to cooler are optional, including various useful types of cold water assemblies, roller-bearing casters, and bin-forming grill dividers.

SEND FOR  
CATALOG N-1

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3314 J.A. BROADWAY • ST. LOUIS 16, MO.

## Freezer-Food Plan Sales Presentation

California Appliance Chain Uses Easel and 'Canned' Sales Talk  
In Thorough, Elaborate Development of Advantages of Store's Plan

By Phil B. Redeker

LOS ANGELES — "Freezer-food" plan merchandisers in the southern California area have developed, in a very short space of time, elaborate sales presentations at the retail level which rival if they do not outshine those developed over many years in other fields of specialty appliance selling.

One of the most thorough and elaborate sales presentations observed on a tour of these merchandising operations was that used by the Lloyd Dennee stores, an appliance chain in the suburban Inglewood area, which operates "freezer-food" plan merchandising as a separate division of the company.

Salemen are taught what is virtually a "canned" sales talk, and work with a desk-easel portfolio presentation elaborately and skillfully made up. Following is what is depicted, step-by-step, in this portfolio:

1. "Bells" the Dennee organization, shows the various stores, with their well-stocked display rooms, also the company's service trucks and shop facilities.

2. Shows the "brand name" appliances handled by Dennee, to indicate that nothing but the best in the way of merchandise is handled.

3. Photostats of the dealer's membership in the Better Business Bureau

and Chamber of Commerce, dispelling any possibility of its being a fly-by-night organization.

4. A "nutritional" pitch, with data from reliable scientific and academic studies, showing how the family can eat better and live better under the food plan.

5. "Cost of living" pitch, revealing that foods have skyrocketed to the

This is the fourth in the series of articles analyzing the reasons for the phenomenal success of "freezer-food" plans on the West Coast. Editorial Director Phil B. Redeker was one of a group flown to the West Coast by Amana Refrigeration, Inc. to get a first-hand look at "freezer-food" plan operations there.

point that the average family now is spending almost one third of its total income—"not take-home pay"—for foods. How do families find an answer to this, without a "freezer-food" plan? Only by eating poorer foods and cutting down on food consumption, says the pitch.

6. Stresses the "convenience" angle. With the food plan, the family shopper can choose his own food, and beat most of the problems and inconveniences of day-to-day grocery buying.

7. Step No. 7 traces the distribution of meats, and shows how under the "freezer-food" plan, the provision house buys from the packer and sells to the homeowner direct, thus making possible savings.

8. The story of frozen foods, why foods are frozen, why frozen foods are generally better than even so-called "fresh foods"—the story of "imprisoned" freshness through freezing.

9. A chart of the various meat cuts. The one used in the Dennee portfolio was an elaborate chart, in color, prepared by a major meat packer.

### Honest Meat Price Tabulation

10. A price tabulation of the various meat cuts—including the bones. Here, any Dennee executives, the "freezer-food" plan merchandiser must be completely honest, showing that in the purchase of a side of beef at 65 to 70 cents a pound, the buyer is getting bones which retail at 5 cents a pound and kidneys which retail at 35 cents a pound, but that he is also getting steaks which retail at up to \$1.40 cents a pound. However, this part of the presentation shows that it is possible to save up to 27% on meats.

11. A quotation from the United States Department of Agriculture Bulletin No. 588, which states that



When distributors and dealers from east of the Rockies were taken on a tour of West Coast "freezer-food" plan merchandising operations, one of the things they learned was that the prospect should get the sales pitch "in relaxed surroundings." Practicing up on the "relaxed surroundings" idea at the pool of the Hollywood-Roosevelt, while being served by Jay Storey and June Baehler, are (l. to r.) Jack Alexander, Laeb's Department Store, Lafayette, Ind.; Joe Marsolisi, Amana Freezer Distributors, Los Angeles; and John Polton, Amana vice president and western regional sales manager.

quick freezing is the best method of preserving foods, and the best way to preserve the vitamin content.

12. The story of seasonal buying, how it can best be used to save money. The life cycle of pigs is described, revealing how pork prices fluctuate in terms of when pigs go to the packers.

13. A beautiful picture of a juicy steak being broiled, which gives the salesman a chance to say, "I had one just like it for dinner, not because I have a lot of money, but because I buy my meats under the food plan."

14. Figures which show the possible savings on the purchases of all kinds of food under the food plan.

### Membership Card Explained

15. Membership card for the Dennee food plan, which provides the buyer with the following:

- a. A guarantee on the membership.
- b. A guarantee on the freezer.
- c. A guarantee on the food.
- d. Insurance of the whole food plan setup, so that the buyer will be assured that he will be able to purchase at low prices in the future.

16. A chart for listing the various kinds of foods that the prospective purchaser wants. This includes a choice of fruits and vegetables in 10 oz. packages or in 2½ or 3-lb. institutional size packages, as well as the meat cuts.

From this last check-over of food items desired, it is a simple step for the salesman to check his prepared chart of total costs, and from this determine for the customer the size of home freezer that will be needed, and to then work out the table of monthly payments.

**Some Sales Strategy**  
Following are some of the "sales strategy" moves that Dennee believes "freezer-food" plan salesmen will be well to use:

Before getting down to working out the monthly food budget, the salesman asks, "Where can your freezer be located? How much floor space and head space will there be available for it?"

This has two purposes. First, it is in effect a "close," an assumption that the prospect has already made up his mind to buy. Second, it has the very practical purpose of determining how big a freezer will go into the available space, and whether it should be an upright or a chest model.

(Concluded on next page)

Here's the way  
to plug costly  
water waste!

WITH HM  
COOLING  
TOWERS



# 20-Year Guarantee!

ON THE WETTED DECK SURFACE

### BATTLESHIP STRENGTH!

#### HOUSING—

Of heavy 10 gauge (3/4") sheet steel, with three coats of Bitumastic lining, and four coats of outside special weatherproof paint. Electrically welded cabinet.

#### FAN & DRIVE—

Quiet hi-pressure 8-bladed Stainless Steel fan, stainless steel shaft, chrome-plated rust-proofed pulleys, ball-bearing grease-sealed fan bearings.

Capacity ranges 3 thru 30 tons.

CARRIED IN STOCK BY LEADING WHOLESALEERS EVERYWHERE

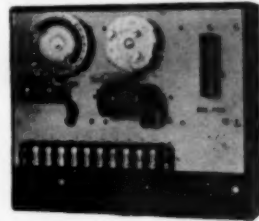
Send for Literature and Prices

Here's the economy way to water savings—20 years of foolproof performance in an all-around, efficient, economical and lastworthy cooling tower. The processed wetted deck surface in these quality Halstead & Mitchell cooling towers is chemically treated with special Koppers wood—guaranteed 20 years against rotting, and proofed against fungi growth. Gravity-type distributing pan eliminates extra pumping head required on spray-type towers, and cuts down windage losses due to atomizing of water. And, it's easily cleaned—accessible through inlet air side of tower.

HM  
**Halstead & Mitchell**

OFFICES: BESSEMER BUILDING • PITTSBURGH 22, PA.

## PARAGON DEFROSTING TIME SWITCHES



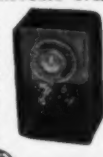
**CHRONO-SPRAY Defrosting Control**  
For Water-Spray Defrosting  
**IT'S FAIL-SAFE!**

- A completely flexible defrosting control for Locker Plants, Breweries, Dairies, Walk-In Boxes, Unit Coolers, Air Conditioning.
- A synchronous motored combination 24-hour Time Switch and 60-minute Timer especially designed for water-spray defrosting.
- Provides from 1 to 24 defrost periods per day. Also controls defrost duration in three separate adjustable periods: delay; water-spray; drain.
- "Fail-safe" feature prevents possibility of evaporator fans running while unit is being defrosted. Complete flexibility with utmost simplicity.

**Paragon 300 Series**  
For All Types of Commercial Defrosting:

- COMPRESSOR SHUT-DOWN
- ELECTRIC-HEATER DEFROSTING
- HOT GAS OR REVERSE CYCLE

An accurate, durable, precision-built time switch for all types of commercial defrosting applications where defrost is two hours or less. Easy-to-set pin-type dial. Heavy hinged case, unbreakable door glass. Also made in heavy-duty outdoor type, Series 330.



for  
UNIT COOLERS • WALK-IN-BOXES  
FROZEN-FOOD DISPLAY CABINETS  
LOCKER PLANTS • REACH-IN BOXES  
FUR-STORAGE VAULTS

Made by America's Largest Exclusive Manufacturer of Time-Controls for All Uses.

MAKERS OF THE FAMOUS  
**de-frost-it**  
FOR DOMESTIC REFRIGERATORS - ONLY \$9.95  
**PARAGON ELECTRIC COMPANY**  
1487 TWELFTH STREET • TWO RIVERS, WIS.

**Pinnacle**  
Most Complete Line  
of Refrigerated Equipment  
in the Country for 1952!

FREE FOLDERS  
OF  
COMPLETE  
LINE

**Pinnacle**  
EQUIPMENT CORPORATION  
FLEETWOOD, PENNSYLVANIA  
EXPORT DEPARTMENT—39 Broadway, New York.

- FULL VISION FREEZER CASES
- FULL VISION CASES
- DELICATESSEN CASES
- BUTCHER CASES
- BAKER CASES
- AND FREEZERS
- REACH-IN FREEZERS
- OPEN SELF-SERVICE
- REACH-IN BOXES
- WALL BOXES



NAME..... ADDRESS..... PHONE.....

NO. IN FAMILY..... DATE.....

**YOUR WEEKLY FOOD BUDGET**

Meats..... lbs..... \$.....	MEATS USED MOST (CUTS)
Fish..... lbs..... \$.....	
Poultry..... lbs..... \$.....	
Vegetables..... lbs..... \$.....	VEGETABLES USED MOST
*Soups..... lbs..... \$.....	
Juices..... \$.....	
*Bread..... \$.....	
Berries and Fruits Etc..... \$.....	SPECIALTIES
*Canned Foods..... \$.....	
Chili Beans, Beef Stew, Spaghetti	
Total..... \$.....	

LEFT OVERS:

LABOR SAVED:

\*Foods to Fix and Freeze.

Signature.....

West Coast merchandisers of "freezer-food" plans consider it highly important that a prospective buyer work out honestly and accurately his weekly food budget with the salesman. It is usually required that the prospect (in the presence of the salesman) write down the figures himself and affix his signature to the sheet. Shown above is a simple mimeographed form used for this purpose.

NAME.....

YOUR BUDGET		OUR PLAN	
1. \$..... Week		3. Freezer 18 Months \$.....	
2. \$..... Month		4. Food 6 Months \$.....	
		5. TOTAL..... \$.....	
		6. After 18 Months	
		You Save..... \$..... Per Mo.	
		7. Savings Per Year..... \$.....	

ALTERNATE:

8. Now Spending \$..... Mo.	10. \$..... Month
x 18	x 18
9. 18 Months \$.....	11. 18 Months \$.....
	12. First Payment 45 Days
	13. \$..... Week
	14. \$..... x 6
	Next 6 Weeks

ADVERTISING:

Once the prospect's food budget is determined, the "freezer-food" plan salesman can then work out the costs under the food plan. Above is a form used where freezer payments are spread over 18 months, initial food purchase payments over 6 months, with first payment in 45 days.

## Freezer-Food Plan--

(Concluded from preceding page)

"It keeps you from having to 'sell down' if you had predetermined the size of freezer needed and then found out there was no space for it," says Dennee's food plan sales manager. "You can sell up in this business, but it's almost impossible to sell down."

All food budgeting is based on the amount of money spent for food, not on the number of people in the family or other extraneous factors.

The salesman gets the prospect's signature on the contract for the freezer and the food (separately), but does not fill out the initial food order until the next day, when he visits the purchaser and goes over the food order in a relaxed and leisurely manner. Dennee's believes this is better selling strategy and also tends to get the user off on the right foot with the food plan, as well as giving the salesman a chance to get from the user the kind of leads that result in other sales.

### Initial Food Order Groupings

Initial food orders are in "groupings" with values at \$250, \$225, \$200, and \$175.

In addition to their commission on every sale, Dennee's salesmen get an extra \$22.50, which is their "advertising allowance" and which they are generally supposed to use to pay for leads which have resulted in referral sales. However, he can keep the money if he doesn't wish to use it for that purpose.

Dennee "freezer-food" plan salesmen are not required to show up at the store before 1:30 p.m. in the

afternoon, and are expected to make appointments for "evening conferences." They are not asked to make over two complete sales pitches in an evening, because they are expected to take close to an hour and a half to make a really complete presentation. Some salesmen can work in three in an evening.

## Frozen Jams May Replace Cooking Kettle

LAFAYETTE, Ind.—There has been a jam session going on at Purdue university which has resulted in developing a way to prepare jam without cooking. It spotlights the freezer and refrigerator, while replacing the cooking kettle.

The experimental cookery laboratory at Purdue has come up with a method which has meaning to housewives on two counts: First, it does away with standing over a hot stove, and it gives jams a fresh flavor.

In ordinary jam making fruits are sterilized in the cooking process, but with this new method jams must be kept cold either in the freezer or refrigerator to prevent spoilage. Jam prepared this way will keep well for several weeks in a refrigerator or, of course, much longer in the freezer.

The process is a simple one. Fruit is sieved or mashed thoroughly and combined with sugar. The mixture then stands for about 20 minutes. The fruit-sugar combination is added to liquid pectin and mixed for about two minutes. It is then ready to be poured into jelly glasses where it is left at room temperature for 48 hours or until jelled. Finally, it is sealed with paraffin and stored in the freezer or refrigerator ready for use.

## Free Frozen Foods Go With Freezer Purchase

DETROIT—People's Outfitting Co. here is seeking to spur freezer sales by offering at no extra charge 74 packages of frozen foods with the purchase of a Norge model VHF-1125 upright.

The offer was promoted in a newspaper advertisement which stressed that no down payment was required. Price of the freezer was listed as \$429.95.

The frozen foods included with the freezer consisted of 25 packages of assorted vegetables, 12 6-oz. cans of orange juice, and lesser amounts of grape juice, lemonade, fish, hamburger patties, assorted fruits, shrimp, frying chickens and thighs, ground beef cube steaks, and chicken pies.

In addition, ad copy stated, a 4-gal. "Handy Cooler" for frozen food shopping and a five-year food insurance policy were included. The ad carried a coupon for use by those desiring further information.

## Freezer Supplies Bring In Steady Business for Firm

JOHNSON CITY, N. Y.—Freezer supplies provide a steady source of business for Reliable Refrigeration here, which promotes this phase of its operation with consistent newspaper advertising.

The firm's ads on freezer supplies focus attention on freezer bags, boxes, plastic boxes, and cellophane paper. Reliable Refrigeration also offers a free book on freezing to assist homemakers in their freezing activities.



**a full GAINER**

DEEP PRODUCTION PROBLEMS are often difficult to fathom and require experience and skill to solve. The Penn staff pools all efforts to reach the bottom of any trouble resulting from tubing installations and will come up with the right answer for your needs. Penn tubing is always high in quality, uniform in specifications, and sure to give satisfaction. Spring back to full production scale with Penn tubing in your products. Insist on Penn for greater gains in your production form. Send for new charts and literature.

QUALITY TUBING HAS A "PENN NAME"



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**Built TO LAST A LIFETIME**

DISPENSER AND STORAGE COOLER—AVAILABLE IN 7 MODELS

**The FAMOUS P-H DRY BEVERAGE COOLERS**

CHOICE OF PORCELAIN OR STAINLESS STEEL EXTERIORS

For fast, economical, uniform cooling you can't beat the new P-H Dry Beverage Cooler. In over 20 years of field testing the patented P-H forced updraft cooling system has been proved superior to any other type. Actually built to last a "Lifetime" the exteriors of these attractive streamlined coolers are finished in black porcelain with stainless steel working surfaces... also available with stainless steel exteriors. Your choice of 30", 48", 60" or 10' models with bar tops if desired... both remote and self contained.

SEE YOUR NEAREST P-H DEALER... OR Write -

**PUFFER-HUBBARD MFG. CO.**  
GRAND HAVEN, MICHIGAN

REACH-IN, PASS-THRU and FLORIST CABINETS—DOUGH RETARDERS—DAIRY-DELICATESSEN AND DISPLAY CASES—WALK-IN COOLERS

## Nashville Country Club Cooling System Built To Meet Unusual Load Conditions

NASHVILLE, Tenn.—Air conditioning of the new swank Richland Country Club here was completed just in time. When the system was first turned on at 4:30 p.m. on June 12, the outside temperature was 100°, and from that date forward Nashville sweltered in the midwestern heat wave with temperatures going as high as 106°.

Within three hours after the country club system was turned on, however, inside temperature had dropped to 74° F., where it's been ever since, according to Mark Young, superintendent of the Air Conditioning and Refrigeration Department of Nashville Machine & Supply Co.

This is an old club which was formerly housed in an old clubhouse building which was demolished upon the completion of the new building. It is located on a 135-acre tract of land only four miles from the center of the city of Nashville and has a membership of 350 at the present time.

According to Bonnie Embry, district manager for Baker in the Southeast, the equipment installed in this club consists of a model KF6000H Baker "Freon-12" compressor unit having four stages of capacity reduction and a Baker ECR30 evaporative condenser connected to direct expansion coils.

The air handling unit is a split unit and Young says that the coils installed are capable of approximately 60% of the compressor's capacity to serve the main floor and 40% of the

compressor's capacity to serve the lower floor.

Bently Johnson, president of the Nashville Machine & Supply Co., adds one interesting fact about the installation. On Saturday, June 14 (two days after the system was placed in operation) a reception was held at the club for the wife of Senator Estes Kefauver, and the outside temperature at that time was about 100°.

There were some 300 ladies in attendance at the reception on the main floor and it was estimated that there were about 200 on the ground floor at the same time, making a total load of 500 people. With this many people in attendance and golfers preparing to play golf on Saturday afternoon, the doors on both floors were probably constantly opened and closed, but temperature held 74°.

It is said that the volume of business done by the club since the air conditioning was turned on has far exceeded any prior month in the club's history.

The clubhouse contains approximately 22,000 sq. ft. of floor space and is built on two levels. The lower level, or rear of the clubhouse, faces the golf course with a large porch running the entire length of the building. On this level are the ladies' locker rooms, men's locker rooms, cocktail lounge, pro shop, card rooms, and all the storage facilities. The upper level, or first floor, is comprised of an entrance lobby, lounge, cocktail lounge, main ballroom, and a private dining room.



(Concluded from Page 1, Column 1)

Cantillon later managed the Milwaukee Brewers of the American Association. The Brewers were not so hot that year; but on one particular Sunday afternoon the Milwaukee baseball park was filled to capacity. To "Shorty" that was a hypodermic. Cantillon felt even better when his youngsters led, 5-0, at the end of the third inning.

It was a hot day, however, and "Shorty" relaxed in the dugout and drifted off to sleep two innings later.

He awoke with a start when one of his lads accidentally spilled the water bucket over his head and shoulders.

"Hey, boys," he screamed. "Hurry up. Let's get five innings in before theumps call the game!"

### From Jackson to Greenberg

Big-league baseball has suffered but one major scandal in all its long history. That scandal devolved around the time that Parsimonious Charlie Comiskey's Chicago "Black Sox" allegedly threw a World Series to the Cincinnati Reds.

("Shoeless Joe" Jackson was the unwitting goat of that scandal. Jackson, who couldn't read or write, probably was the finest natural hitter in baseball history. Even Harry Heilmann, Ty Cobb, and Rogers Hornsby—his foremost rivals—will agree with this dictum). Even though he led both teams in hitting with a sharp .375 average for the Series, the probably innocent (and surely unsuspecting) Jackson was "run out" of organized baseball forever.

Jackson was an unwitting dupe of the Rosenthal Gang which engineered that betting coup. It had been proved that he never received a nickel of the bribe he was offered. The immortal "famous last line" of that story is the one uttered by a hero-worshipping youngster who tugged at Jackson's shirt, after the scandal was aired, and begged: "Say it ain't so, Joe."

That laugh-getting professional baseball clown, Al Schacht, epitomized Jackson's greatness in a story which always "brought the house down" wherever he told it:

Schacht broke into the American League as a pitcher for Clark Griffith's Washington Senators. On his first trip to the mound, he faced "Shoeless Joe" and the White Sox. Griffith cautioned his rookie hurler: "Try for the corners when Jackson comes up. Don't feed him anything good."

Schacht followed instructions. His first pitch was 'way inside, and hit the dirt. His second pitch was low, too, and 'way outside—but Jackson golfed it into the left-field "coffin corner" for a triple.

Forthwith, Griffith relieved Schacht of his mound duties for the day.

"Didn't I warn you about Jackson?" hoarsed Griffith. "Didn't I?"

"Yes, sir," Al says he rejoined. "But Mr. Griffith, haven't you read that Jackson is hitting .412?"

Few sports figures have made fans laugh so loudly, so long, and so often as Al Schacht. His pitching career was short, but his life as an entertainer has broken all records.

Sporting audiences never tire of hearing him tell about his first appearance in the major leagues. For years he had prepared for it, prayed for it, dreamed of it, and waited for it impatiently.

And then there he was—facing "Old Slug" himself (Harry Heilmann)—with the potential winning run on third in the last half of the ninth inning.

With all the cunning he'd learned the hard way, through years of experience in the minors, he fired his patented Hercules pitch. That was all. One throw.

Heilmann's screamer into the left-field corner sent him to the showers less than a minute after he'd made his debut. Two minutes later he was handed a railroad ticket back to Memphis.

By the time they have been re-told and embellished by umpteen dozens of breeze-shooters, many of baseball's best yarns merge into a twilight of fact and fancifully fishy fiction.

Every dyed-in-the-wool fan believes that "Rube" Waddell beckoned in his outfielders with the bases loaded and struck out the side. But they aren't so sure about Al Schacht's claim of topping this contemptuous feat.

Schacht maintains that he struck out the first two batters in the ninth inning of a scoreless contest at Shibe Park. Connie Mack was fresh out of pinch-hitters, and allowed a pitcher who specialized in pop-ups to take his turn. Grandiosely, Al waved in not only his outfield, but his infield as well.

As luck would have it, this banjo-hitter slapped a fast ball against the left-field barrier. He was more surprised than Schacht, and lit out late for his tour of the sacks. Al chased the rebound, snared it, and fired it to home plate in time for the third out.

Anyway, that's how the Clown Prince of Baseball tells it to dead-chicken and weak-tea banqueters. Good for a laugh every time, too.

### Hank and the Handkerchiefs

At Gimbel's New York department store (opposite Macy's!) a big hunk of man paced slowly around and among the counters of merchandise. Eventually he nosed into the men's sportswear department. His apparent aimlessness aroused the suspicions of a new Gimbel's Salesman. Said clerk, after observing this seemingly suspicious character for some time, approached him and uttered the standard query:

"May I help you, sir?"

"No, thank you," sloughed off the Big Hunk of Man, continuing his prowling.

The salesman immediately located a store detective and confided his suspicions that the prowler was probably a shoplifter.

"Do you mean that fella in the brown suit?" laughed the detective. "Why that's Hank Greenberg, Caral Gimbel's new husband! He's just casing the joint!"

What Greenberg saw or didn't see—or felt—on that meander through his in-laws' big department store, within a few months he returned to the business he knew well: baseball. He bought into, and became vice president of, the Cleveland Indians—and the next season (1948) Cleveland won its first American League Championship since 1920.

The suspicious clerk may have cost the department store world a potentially fine executive. If so, organized baseball was the winner.

## Refrigerator Serves as 'Silent Salesman' for Veterinary Supplies

HILLSBORO, Texas—An effective means by which more attention can be focused on the veterinary supply department lies in installing a biological refrigerator where every stockman who enters is bound to see it, according to H. S. Whigham, manager of the Brown Drug Co., located here.

Carrying an inventory which at times exceeds \$2,000, Brown Drug Co.'s big veterinary supply department is pointed up by a built-in domestic refrigerator. The box, a new Frigidaire, has been furred into the woodwork in the center of the department, where it contrasts with dark brown shelving and colorful labels of veterinary supply items.

"We have attracted many cattle and hog raisers, poultry ranchers, and other stockmen since the refrigerator was installed," Whigham further stated.

"Most of these men were aware in a general way that we carried veterinary supplies, but were accustomed to traveling long distances to neighboring cities to buy a variety of biological drugs."

"Now, the refrigerator, labeled with the trade names of the many biological products we carry, is a powerful 'silent salesman.' There are at least twice as many biological drug customers coming in at present as we were servicing before the refrigerator installation was made."

## WALL WIRE PRODUCTS COMPANY

A FOREMOST NAME IN THE MANUFACTURE OF DIVERSIFIED WIRE PRODUCTS OF SUPERIOR QUALITY

STANDARD AND LIGHT WEIGHT SHELVES OF ELECTRO-POLISHED SOLID STAINLESS STEEL

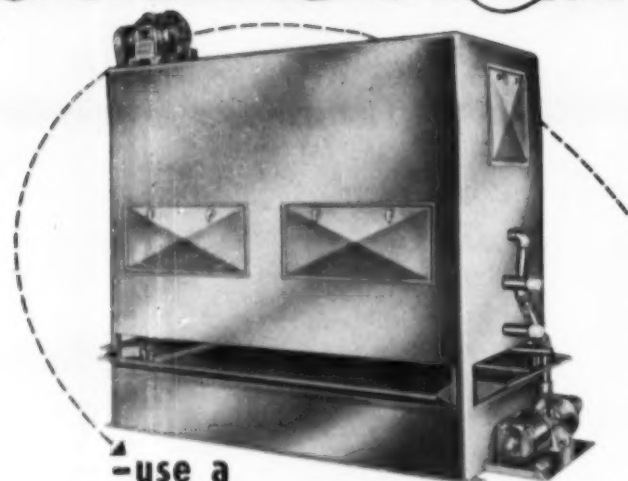
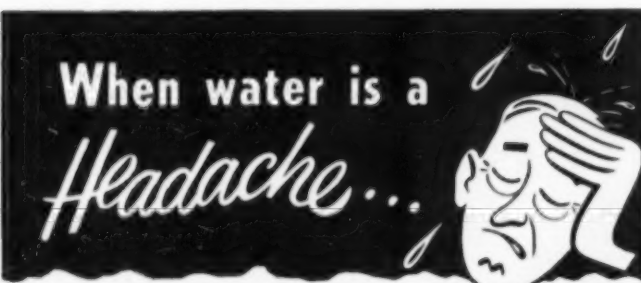
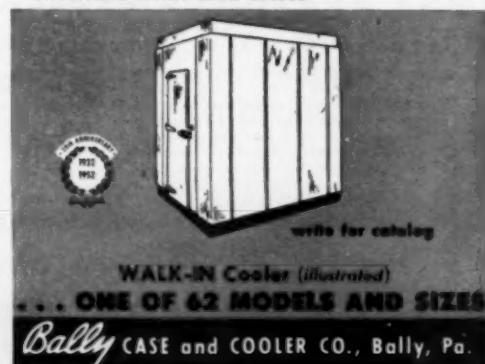
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Refrigerated Display Cases ... celebrating 20 years of serving America's finest food stores



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That's when engineers and contractors alike turn to Governair Evaporative Condensers!

Governair Evaporative Condensers eliminate waste-water disposal

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ORIGINATORS OF COMPLETELY PACKAGED AIR CONDITIONERS





## ESTIMATE AND PROPOSAL

(Agency Form)

No. ....

To: ..... STORE  
 Address: ..... Date: .....  
 Phone: ..... Estimated by: .....  
 Installation Address: .....

..... (hereinafter called "dealer") hereby offers to furnish, deliver and to arrange for installation of the following materials for the amount shown below.

INSTALLATION. It is understood that dealer will not install said materials but that by the acceptance of this proposal you authorize dealer to arrange with a licensed contractor to make the installation; you authorize dealer (1) to issue to said contractor an installation work order with above specifications, (2) to inspect the installation upon completion thereof, and (3) to pay the contractor his charge for such installation upon your execution of a completion certificate establishing that the installation has been satisfactorily completed. You agree to pay the dealer the amount specified below which will cover the price of said materials and the installation charges.

This is an estimated job and any surplus material remains the property of dealer; no credit due customer on returns.

Verbal understandings and agreements with representatives shall not be binding unless set forth herein.

There shall be no liability for delays in, or failure to complete, delivery or installation of all or any of the above mentioned merchandise, if due to fire, strikes, war, governmental regulations, or any cause beyond our control.

Any changes made by you in the above specifications necessitating additional materials or labor shall not be included or covered by this proposal, but shall be provided for under separate and additional orders from you.

Cash Price	Time Payment Price	Down Payment	Monthly Payment
REMARKS:			

## REMARKS:

APPROVED AND ACCEPTED:

☐ Cash

(Firm)

By: .....

Authorized Representative

Customer

☐ Easy Payment

Salesman

## Approved 'Agency' Form Protects Calif. Dealer on Installed Price Billing

LOS ANGELES—To keep on the right side of the law, California appliance dealers are being urged to use an approved "agency" form when quoting and billing an installed price on a unit whose installation requires work in the field of the electrical contractor or plumber.

The Electric League of Los Angeles, Inc. has drawn up the form and has had it approved by its own attorney, Samuel Robbins, and N. J. Morrissey, registrar of the Contractors' State License Board.

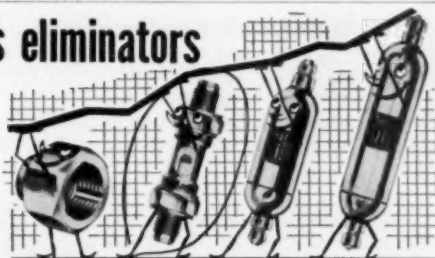
By using this form, the appliance

dealer can quote the customer the installed price of the unit, or units, engage the required licensed craftsmen, and bill the customer for the entire job as customer's agent.

Without such a form, the dealer, whether he knows it or not, would violate the state business and professional code unless he holds a C-10 electrical contractors license or a C-36 plumbing contractors license, Glen L. Logan, managing director of the league declared. He is subject to citation and possible fine for such violation.

## REMCO loss eliminators

pull up profits for you!



FROST-TITE FLARE NUTS with forged frost-relief slots. No more losses from loosened "creeping" nuts.

STANDARD DUTY DRIERS The lowest cost, most efficient molded drier on the market.

Cross-Flo Drier Filters Heavy-duty with new Fiberglass Depth Filter and new Remco Drying Element.



**E-Z-SEE** leakproof  
**LIQUID FLO-INDICATORS**  
 with NEW Flow-Responsive FLAP to instantly indicate all variations or interruptions of flow.

The most versatile, dependable liquid indicator on the market—now more efficient with its exclusive new FLO-Indicator, which indicates flow by means of a sensitive FLAP in the tubular glass directly in the path of the liquid. Now the serviceman can accurately analyze the functions of the expansion valve by the action or position of the flow-responsive flap.

All E-Z-See Liquid Indicators are E-Z to see thru; positively leakproof; perfectly safe for pressures to 500 psi. In sizes 1/4" to 1 1/2"—plus new larger sizes in 1 3/4" to 1 3/2".

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 BIRMINGHAM, ALABAMA

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## Tyler Appoints Small To Head Canadian Sales

NILES, Mich.—Introduction of the Tyler line of refrigerated food handling equipment to the Canadian market and appointment of Howard A. Small as director of distribution in Canada was announced recently by Robert Tyler, president of Tyler Fixture Co. here.



H. A. Small

Small, who has his office in Toronto, Ont., has been active in the refrigeration business in Canada for 20 years. He started with Bruce Robinson Electric, in Saskatoon, Sask., distributor of Delco-Light and Frigidaire products. In 1937 he joined Universal Refrigeration Co. in Toronto as sales manager. He became general manager in 1947, continuing in this position until he resigned to form his present organization.

Small is now in process of setting up a nationwide dealer organization.

## Westinghouse Supply Opens Warehouse In Hammond, Ind.

HAMMOND, Ind.—Westinghouse Electric Supply Co. will establish a branch office and warehouse here.

The new building, which will have facilities for complete electrical wholesaling service, will handle both apparatus and supply stock. The building will be ready for occupancy by September, 1952.

## EEL Offers Course In Appliance Sales Training

NEW YORK CITY—To help appliance dealers achieve a greater degree of good salesmanship among their salesmen, the sales personnel and training committee of Edison Electric Institute has recently prepared a six-lesson appliance sales training course.

Consisting of six 100-frame sound slide films, six trailer discussion films, six leaders guides, and six manuals, the course describes not only basic selling principles but also shows the trainee, by use of typical selling situations, how to seek out prospects, answer questions, demonstrate, and close the sale.

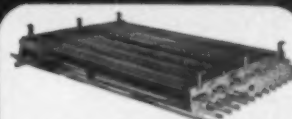
Equally suitable for use by utilities, manufacturers, distributors, and dealers, the course requires a minimum of personnel for presentation—a discussion leader being all that is needed.

The course was prepared as a result of replies to a questionnaire sent to electric utility sales executives who indicated a need for materials with which to train retail salesmen for the increasingly difficult job of selling appliances. The executives agreed that the only solution to increasing consumer resistance was the return to good sound salesmanship methods.

The appliance sales training course is available from Edison Electric Institute for \$250 for the complete package.

A 10% additional charge is made to non-members of EEL. Additional sets of manuals for distribution to each trainee are available for \$4.50 per set of six.

## Buy Peerless FOR PERFORMANCE



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The Peerless Line of quality products is designed and constructed to meet every demand of modern commercial refrigeration. Our Flash Coolers, Fin Coils and Flash Cooler Pans have proved their superiority in performance under widely varying operating conditions. They are built with an eye to appearance, economy of space, and the utmost convenience in installation and servicing. Louvers fabricated from polished aluminum. Made in a wide variety of standardized sizes and styles—all of unchallenged Peerless quality. Write for Bulletin 49G today.

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### JUST ASK US!

Turn to "What's New" Page for useful information on new products.

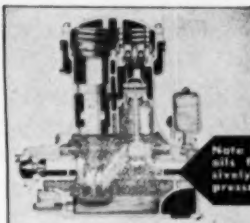
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# ..ANSUL OIL

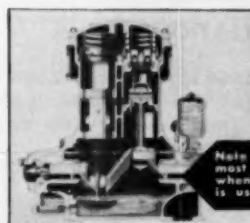
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# NON-FOAMING!

NOTE THE DIFFERENCE BETWEEN  
 ORDINARY OILS...WHICH FOAM  
 ... AND ANSUL NON-FOAMING  
 REFRIGERATION OIL



Note how ordinary oil foam excessively when compressor starts.



Note there is almost no foaming when ANSUL OIL is used.

NOW... MORE THAN EVER... ANSUL is the FINEST REFRIGERATION OIL at any price! In addition to the features which have made it outstanding in the past...

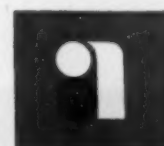
High Lubricity, High Stability, Low Moisture, and Low Wax... a new and vital improvement has been made... ANSUL OIL IS NOW PROCESSED TO PROVIDE NON-FOAMING CHARACTERISTICS... a distinct advancement in the science of refrigeration lubrication.

Here are some of the advantages provided by the NON-FOAMING characteristic of ANSUL OIL:

- INSURES MAXIMUM LUBRICATION.
- IMPROVES EVAPORATION EFFICIENCY.
- PREVENTS DAMAGE TO COMPRESSION VALVES.
- REDUCES DANGER OF PLUGGED CAPILLARIES.
- REDUCES DEPENDENCY ON OIL SEPARATORS.

ANSUL is the LARGEST SELLING REFRIGERATION OIL sold through Refrigeration Wholesalers... EXCLUSIVELY.

And there are many other reasons why refrigeration men persistently prefer ANSUL.



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 ALSO MANUFACTURERS OF INDUSTRIAL CHEMICALS AND DRY CHEMICAL FIRE EXTINGUISHERS

When a compressor starts, the surge of the refrigerant causes ordinary oils to foam. This results in a loss of oil from the compressor and causes other harmful effects in the system. ANSUL NON-FOAMING OIL eliminates the problems which result from foaming and thereby insures maximum lubricating efficiency.

## They'll Do It Every Time . . . . By Jimmy Hatlo



## Do You Have 'Both Feet On The Ground'?

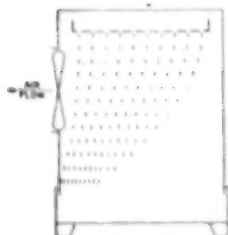
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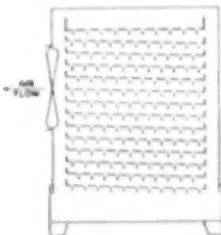
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"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care."—Charles A. Dana.

## Thought Starters

"The hour was growing late. Testimonials to the honored guest seemed endless. The 17th speaker, wishing to be gracious—and conserve time—had an inspiration:

"I have known our dear friend for many years," he said, "and have never found him guilty of any vices. If I said anything it would thus have to be about his virtues—and who is interested in virtues?"—W. L. HUDSON.

"I do not dread these corporations as instruments of power to destroy this country, because there are thousands of agencies which can regulate, restrain, and control them. But there is a corporation we may all dread. That corporation is the Federal Government. From the aggression of this corporation there can be no safety if it is allowed to go beyond the well-defined limits of its power. I dread nothing so much as the exercise of ungranted and doubtful powers by this Government . . ."—SENATOR BENJAMIN HILL.

"Socialists are like a bunch of bananas. They come in green, turn yellow, and have not one straight one among them."—*Sunday Express*, London.

"If you can't bring yourself to love your enemies, maybe you could at least treat your friends a little better."—*Washington Post*.

"Our nation is menaced by three curses. The first is inordinate greed of groups. The second is economic ignorance on the top level, and the third is political demagoguery which leads public figures to vote for measures they know are wrong."—NEIL CAROTHERS, Lehigh University.

"Every historian knows that inflation has been a great destroyer of vast middle classes and of governments. It has paved the way for dictatorships and overthrow of democratic institutions. By wiping out the middle classes and separating society into two classes of the propertyless on the one hand and the rich speculators on the other, it paved the way for fascism and communism on the continent of Europe. It is a destroyer almost as evil as war itself. In the eyes of those who want to destroy democracy and capitalistic institutions it is a cheap way of achieving their collapse. It costs the enemy nothing in lives or treasure. It is really a supreme folly for a nation which is arming against the threat of invasion from without to let this invader, inflation, bring ruin from within."—PAUL H. DOUGLAS, U. S. Senator from Illinois.

"We forget, however, in what efforts we do make to promote free enterprise, what the benefits of free enterprise are to the man at the bench—the girl on a government pay roll and the housewife in the home. We have not always educated the preachers, teachers, writers, and other influencers of public opinion. They have no acquaintance at first hand with the inner workings of business which we deal with constantly. We wrongly assume everybody understands these things we know so well."—AL N. SEARS, vice president and director, general sales and service, Remington Rand.

"Most tyrants, most Hitlers, Mussolinis, and Neros came into power by propagandizing for the welfare state—higher pay, more bread, larger pensions, more holidays, new privileges for the poor and down-trodden."—*Judy's Spectator*.





## Current LITERATURE available

To obtain further information on the literature listed below, please refer to key number preceding listing. Please use the "Information Center" form on "What's New" page.

### Dun & Bradstreet Adopts New Business Identifiers

—KEY NO. N-820—

NEW YORK CITY—With the July issue of the Dun & Bradstreet Reference Book, which provides credit information on some 3,000,000 firms in the United States and Canada, the publisher has replaced the 30 trade symbols previously used to identify the nature of a firm with U. S. Standard Industrial Classification

numbers. Classifications, Dun & Bradstreet said, define more precisely the business line and function of a firm. The new book uses more than 1,000 S.I.C. numbers.

Other improvements include resetting the book in a more legible typeface; using the letter "A" to mark a business included in the book for the first time; using the letter "C" to indicate that a recent rating change has taken place; adding a number to show what year a business was started or came under present control, if this was done within the last 10 years; and "x" symbols to indicate estimated yearly sales.

Some of the new S.I.C. numbers used to identify firms in the appliance, refrigeration, and air conditioning industries are as follows:

17 BA Air conditioning contractors

35 64 Blowers, exhaust and ventilating fan manufacturers

35 81 Domestic laundry equipment manufacturers

35 84 Vacuum cleaner manufacturers

35 85 Refrigerators, refrigeration machinery, and complete air conditioning unit manufacturers

35 91 Valve and fittings manufacturers

36 21 Electrical appliance manufacturers

36 61 Radio and television equipment manufacturers

39 97 Soda fountain and beer dispensing equipment manufacturers

42 32 Refrigerated warehousing

42 33 Food lockers

50 64 Radio, refrigerator, and other household electric appliance wholesalers

50 65 Parts, accessories, and supplies for 50 64 wholesalers

50 77 Air conditioning and ventilating equipment supplies wholesalers

57 22 Household appliance retailers

57 23 Radio stores

76 21 Electrical repair shops.

### Kason Issues Catalog on Refrigeration Hardware

—KEY NO. N-821—

BROOKLYN—A 100-page catalog of "Hardware for the Commercial Refrigeration Industry" was issued recently by the Kason Hardware Corp.

Catalog 52 contains a chart-type reference guide to hardware and accessories and sections on latches and hinges for walk-in and reach-in doors, latches, and hinges for freezer and cold storage doors, and accessories and supplementary types of hardware.

### Locating, Planning Laundry Covered by G-E Booklet

—KEY NO. N-822—

LOUISVILLE, Ky.—The modern home laundry—where to locate it, how to plan it—is the subject of a new 16-page booklet now being made available to General Electric dealers for distribution to their customers and prospective buyers.

Titled "A Sketch Book for a Modern Home Laundry" and designated "Publication 14-132," the booklet covers in detail the planning, building, arrangement, and selection of equipment for the up-to-date home laundry.

The booklet offers a plan for any location for the laundry—even for those who cannot afford complete modernizing of their present facilities, according to G-E. In step-by-step treatment, the booklet shows how new equipment can be added, one piece at a time, over a period of months, or even years, "with no strain on the family budget."

Blueprints are supplemented by sketches which offer the homemaker "many ideas and suggestions on decoration and architectural treatment of the laundry area."

### Columbia Electric Issues Folder on Volt-Ammeter

—KEY NO. N-823—

CLEVELAND — A descriptive folder on the Type AC-1 Columbia volt-ammeter was published recently by the Columbia Electric Mfg. Co. here. The folder pictures the instrument, gives specifications, and shows various applications. It is available on request.



"Slants on Service" is a "package" devised by the NEWS to meet the needs of its busy readers in the service and contracting business.

### Carbon Tet Not Suited For Flushing Out Coils

Using carbon tetrachloride for flushing out moisture in evaporator coils is not necessarily the best approach to the problem for several reasons.

For one thing, points out John Bopp, chief refrigeration chemist of Ansul Chemical Co., moisture isn't very soluble in carbon tet.

"Under ideal conditions (saturation conditions), it will only dissolve 0.08% water by weight at room temperature. Under normal circumstances," he says, "the available solubility would be considerably lower than this, and it is readily seen that carbon tetrachloride is far from a satisfactory material for picking up moisture in coils."

In the presence of moisture carbon tet also breaks down to form hydrochloric acid, which can result in copper plating or corrosion, or both, if not removed from the system, cautions Bopp.

Instead of carbon tet, he recommends methyl alcohol (methanol) if a solvent is to be used. Water is soluble in methanol in all proportions and has a high evaporation

rate to make removal from all parts of the coils not too difficult with dry air. Vapors should be vented to the outside, however, because methanol has some toxicity.

"It is also a good practice to bake the evaporator at a temperature of 300° to 320° F. for 30 minutes followed by blowing out again with either dry air or nitrogen."

This should be done twice.

### Gasket Cutters Useful

A set of gasket cutters is something that is needed in every shop. Very often you will get an obsolete machine to overhaul that you can't buy a gasket for.

### Shop Work Lightened

"There are many things that you can make that will save you time and make your work easier," says one serviceman. "Carrying motors or compressor bodies from one end of the shop to the other seemed like a lot of wasted energy so I bought four screw-on type casters and mounted one in each corner of a board. Next I fastened a rope to the board so that I could pull it and my backaches stopped."

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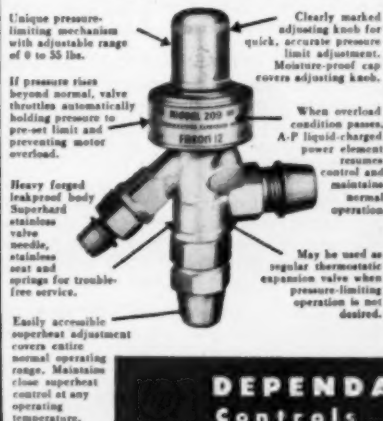


Dept. D

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# Commercial Refrigeration

## Evaporative Condensers

### Multi-Circuiting Feature Achieves Maximum Flexibility In California Supermarket

BELLFLOWER, Calif. — A prime example of how the multi-circuiting feature of evaporative condensers can be employed to achieve maximum flexibility is provided in the recent installation of refrigeration equipment for the supermarket opened here recently by Fitzsimmons-Thriftmart Stores, a Southern California chain.

Carrying a total refrigeration load of 53 hp., three Recold "Dri-Fan" evaporative condensers model DFC-22, provide 13 separate circuits in operation with one spare circuit held in reserve for additional service at a later date. All condensing units operating in the system are Lipman units, either 3 or 5 hp.

The entire refrigeration system was engineered and installed under the supervision of H. E. Grindstaff, head of the Refrigeration Department for Fitzsimmons-Thriftmart Stores.

The first Recold evaporative condenser operates four active circuits and the spare. One circuit is connected to the west bank of 36 ft.

of open-type frozen food cases. This equipment operates at a temperature of -15° from a 5-hp. compressor. Defrosting is done automatically once every 24-hour period. Defrosting which is done by means of electric strip heaters takes a period of one hour and 15 minutes.

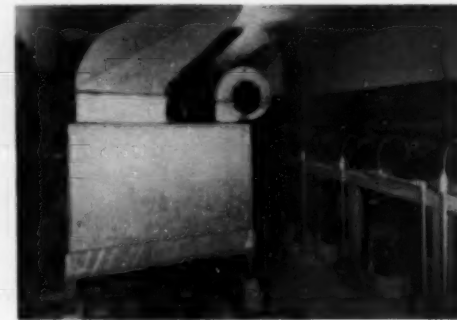
#### SECOND CIRCUIT SERVES MEAT WRAPPING ROOM

The second circuit operating from this condenser serves the meat wrapping room which is cooled by a series of four Recold Supreme coils model SU-338. This meat breaking room is also served by the same circuit and here two more Recold coils, model SU-448, provide the refrigeration. Temperature in both the wrapping and breaking room is held at 55° or below. The circuit is operated from a 5-hp. compressor.

Circuit number three carries the refrigeration to 48 ft. of the meat case line-up which maintains a temperature of from 29° to 31° F. This circuit is also connected to a 5-hp. compressor.



LOOKING down the full length of the meat packaging and wrapping room of the Fitzsimmons-Thriftmart supermarket in Bellflower, Calif. where a row of four Recold Supreme coils, model SU-338, provide the necessary controlled refrigeration temperatures. This is typical of other rooms using Recold coils.



VIEW of the machine room of the Fitzsimmons-Thriftmart where three Recold "Dri-Fan" evaporative condensers, model DFC-22, operate on a split-circuit layout to serve refrigeration system for the entire market.

The fourth circuit goes down to sub-zero temperature with the refrigeration lines running to the meat and grocery walk-in freezers which operate at -15° F. On this circuit a 5-hp. compressor carries the refrigeration load with Recold low temperature ceiling type water defrost coils providing the low-side refrigeration.

The grocery freezer is 12 ft. by 12 ft. by 8 ft. 6 in. with a Recold water defrost coil model 948-LT providing the refrigeration. The meat freezer is built within the meat refrigerator. It is 5 ft. by 9 ft. by 8 ft. 6 in. in size and is refrigerated by a Recold water defrost model 748-LT.

Evaporative condenser number two operates four additional circuits serving the following equipment. Circuit number one provides refrigeration for 24 ft. of open type ice cream cases operating at -15° F. Defrosting in this line-up is also done on a 24-hour schedule the same as the frozen food cases.

The second circuit operating from this condenser also operates the fish walk-in freezer which is 8 ft. by 10 ft. by 8 ft. 6 in. A Recold water defrost ceiling type low temperature coil model 948-LT provides a temperature of -15° F.

Going back up to a temperature of 34° F. the fourth circuit operating from a 3-hp. compressor, provides the refrigeration for the west bank of 36 ft. of open type delicatessen cases.

#### THIRD CONDENSER PROVIDES FIVE CIRCUITS

The third evaporative condenser provides five additional circuits which are connected to the following refrigeration equipment. The first circuit is hooked up to the east bank of 36 ft. of open type delicatessen cases which are identical in operation with the west bank.

The second circuit provides the refrigeration for the balance of the self-service meat case line-up which is 60 ft. in length, making a total of 108 ft. in the market. This line-up operates from a 5-hp. compressor, and operates at a temperature of from 29° F. to 31° F.

Circuits three, four, and five serve the grocery walk-in or butter box, the produce refrigerator, and the meat walk-in refrigerator respectively. The grocery walk-in refrigerator is 20 ft. by 12 ft. by 8 ft. 6 in. and is operated from a 3-hp. condensing unit with two Recold coils model SU-1018 providing a temperature of from 34° to 36° F.

The produce refrigerator is 18 ft. by 12 ft. by 8 ft. 6 in. and is equipped with a Recold Standard Humid Air coil model 1348. A 3-hp. compressor is used. The meat walk-in is 20 ft. by 24 ft. by 8 ft. 6 in. and is refrigerated by two Standard Humid Air ceiling coils model 948, running on a 3-hp. machine.

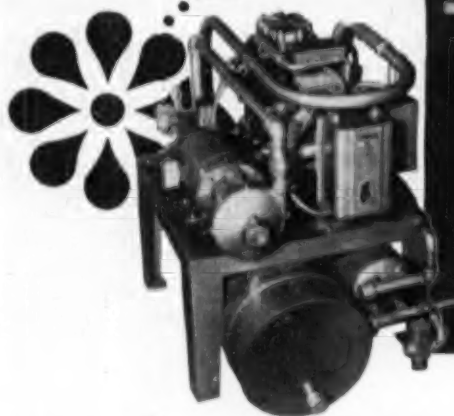
The only piece of refrigerated equipment not served by the evaporative condensers is a 14 ft. by 12 ft. by 8 ft. 6 in. liquor box which is refrigerated to a temperature of 40° F. by a Recold SU-1018 coil, operated by an air-cooled 1½-hp. Frigid-air compressor.

There are several unusual features about the manner in which this job was laid out. First of all three evaporative condensers were used. Each of these condensers was selected to dissipate 120,000 B.t.u. at 100° F. condensing temperature with a 70° wet bulb. The entire refrigeration load of the market was perfectly balanced between the three condensers and greater flexibility of installation and service was provided.

A consideration of the circuits operating from each of the condensers will show that both high and low temperature equipment is served from each condenser, thus assuring maximum flexibility of service.

This feature which is often referred to as "split-circuit" provides any number of circuits or passes through the condenser up to the (Concluded on next page)

increase honing efficiency and profits



with **Acme FLOW-COLD** Packaged Liquid Chiller

#### PROBLEM

THE REO MOTOR COMPANY in Lansing, Michigan had two honing machines that were not operating at peak efficiency because the oil used in the coolant process picked up large amounts of heat during the honing operation. The result was low production and a large number of rejects. Extremely limited space made the installation of the usual industrial chilling unit impossible.

#### PLAN

Acme engineers recommended the installation of a 15-horsepower Flow-Cold Liquid Chiller. This unit with a cooling capacity of 40 gallons per minute in reducing the coolant used from 90 to 70 degrees, met minimum space requirements. Mounting the pump of the chiller on the floor and the liquid chiller overhead allowed the pumps of the honing machine to remain in the same position where they could continue to service the machine when the chilling unit was shut down.

#### PROFITS

An immediate increase in production capacity and a decrease in the number of rejects was evidenced as the heat was dissipated during the chilling process and the coolant returned to the honing machines at a constant temperature. The compact packaged Flow-Cold serviced the two honing machines with maximum efficiency and performance.

Since this installation was made Reo has added two more Flow-Cold "packaged" units — one for a broaching machine and the other for a quench-bath cooling process.



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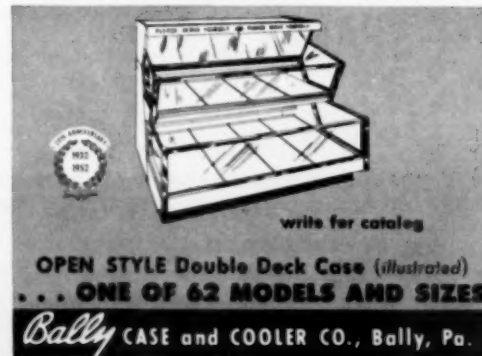
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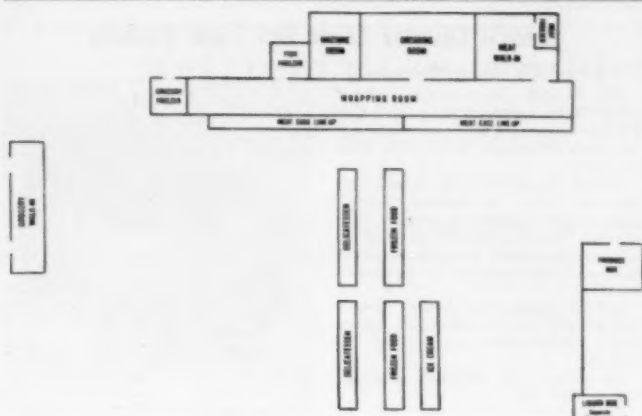


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FLOOR PLAN of Fitzsimmons Thriftmart shows exact location of various refrigerated rooms and line-up of high and low temperature cases. Refrigeration lines leading to and from each of these rooms and cases stem from the machine room which is located in back of market.

## Characteristics of Evaporative Condensers--

(Concluded from preceding page) number of tubes that the tube bundle contains in width. For example, a condenser having a tube bundle 14 tubes wide, may efficiently carry 14 different circuits, depending on the refrigeration load; with each circuit going to a separate condensing unit.

### EACH CIRCUIT HAS OWN LIQUID RECEIVER

The liquid receivers were mounted under each condenser, with each circuit having its own receiver. A drier was installed with the sight glass just ahead of it in the discharge line. Both the king valve and the discharge valve are located on top of the receiver. The simple closing of these two valves permit the removal of the drier and sight glass without disturbing the system.

In discussing the operation of evaporative condensers it is well to review briefly their operating characteristics, point out Record officials.

"We are concerned principally with the effect on capacity of: (1) wet-bulb temperatures, (2) condensing temperatures, and (3) evaporating temperatures."

Wet-bulb temperature determines how much heat the air can absorb. An increase in wet-bulb temperature causes a considerable decrease in the condenser capacity.

An increase in condensing tem-

perature causes a pronounced increase in condenser capacity.

"The refrigeration industry has adopted 75° wet-bulb temperature and 105° condensing temperature as the nominal rating point for evaporative condensers using either "Freon" or ammonia. So far as the selection of an evaporative condenser is concerned, the nominal rating, except for comparison purposes is unimportant since units should always be selected for wet-bulb and condensing temperature required for the actual installations.

### EVAPORATIVE CONDENSER MUST REMOVE HEAT OF COMPRESSION

"An evaporative condenser must remove the heat of compression in addition to the refrigeration effect and thus the heat dissipated by the condenser is always greater than the refrigeration load. This is taken into account by manufacturers in setting up rating tables."

The nominal rating point for evaporative condensers is at 40° evaporating temperature. At lower evaporating temperatures the compressor adds a higher percentage of compression heat which reduces the capacity. A condenser rated at 10 tons at 40° evaporating temperature will deliver only 9 tons at 0° and 8 tons at -40°.

## Detroit Bldg.'s Cooling Plant To Use Raw River Water

DETROIT—The air conditioning system to be installed in the City-County building under construction here will use raw river water piped directly from the Detroit River instead of fresh water from the city's regular supply.

City officials estimate that this will mean a saving of \$50,000 annually in water bills. The 20-story structure will be air conditioned throughout by a system which will cost about \$2,000,000 to install.

## Nebraska's First Hosiery Mill Is Air Conditioned

KEARNEY, Neb.—Nebraska's first hosiery mill, owned by Bear Brand Hosiery Co., has started producing women's nylon stockings in a new plant which makes full use of mechanical air conditioning.

Manager Richard Martin pointed out that the one-story, 92-ft. by 242-ft. factory is windowless as a structural aid to temperature and humidity control.

To insure uniform quality and shape in hosiery, the temperature must be kept at about 80° and the relative humidity at 50%, the manager stated. Air conditioned units in the new building serve the offices as well as the factory section.

Eventually the plant will have 23 knitting machines, each turning out 15 dozen pairs in eight hours.

Martin said Bear Brand also operates air conditioned hosiery mills at Paxton, Ill.; Gary, Ind.; Henderson, Ky.; and Siloam Springs, Ark.

## Vacation Shut-Down Dates Set by La Crosse Cooler

LA CROSSE, Wis. — La Crosse Cooler Co. has planned to close the factory for one week, from Aug. 24 through Labor Day, for its annual vacation, the company announced. A skeleton crew will be at the factory during the week of Aug. 25 to handle shipments of an emergency nature.

It is emphasized that all La Crosse dealers and customers should anticipate requirements as carefully as possible to insure shipment of necessary La Crosse equipment the week of Aug. 17 or earlier. Since only a skeleton crew will be on hand during the vacation week, it will be impossible to handle a large volume. The factory will resume normal operation Tuesday morning, Sept. 2.

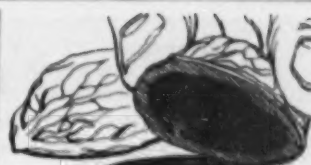
## Hoffman of G-E New Chief Of NPA Motor, Control Unit

WASHINGTON, D. C. — The National Production Authority has announced the appointment of Warren E. Hoffman of General Electric Co. as chief of the Motor and Control Branch of the Electrical Equipment Div.

He replaces Roger L. Kingland, Jr., who has returned to the Elliott Co. of Ridgway, Pa. Hoffman was manager of G-E's Land Equipment Div. when loaned to the NPA.

## Metcalfes Open New Store

WEST CARTHAGE, N. Y. — A new appliance store known as West Side Radio and TV Sales & Service has been opened at 17 Bridge St. by Ray and Clyde Metcalfe.



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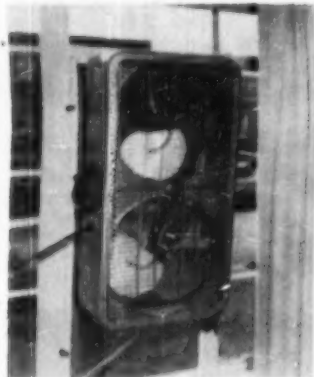


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# What's New

When requesting further information on new products, please use "Information Center" form.

## Casement Fan Designed For Various Applications



KEY NO. B-820

INDIANAPOLIS—A casement window fan that can be hung in casement windows, set on the sill of sash windows, or set on furniture as an air circulator has been announced by the Schwitzer-Cummins Co. here.

The fan actually consists of two fans with deep pitched blades mounted in a single steel cabinet.

Finished on both sides, the fan can be used as intake or turned around and used for exhaust.

A large handle at the top of the cabinet makes the fan easy to carry and mount in windows. A two-speed switch is adjacent to the handle. Rubber feet are mounted on the base of the cabinet. Front and rear guards clip on and off to provide accessibility for motor oiling and cleaning.

For mounting the fan in casement windows, a mounting clip is provided. This clip slips over the casement screen. Either end of the cabinet hooks on to the mounting clip. To reverse the fan, simply lift the fan off the mounting clip, turn the cabinet around, and remount on the clip.

For mounting in sash windows, a rubber saddle fits into a hole provided on top of the fan cabinet opposite the handle. The window sash is lowered until it is fully engaged in the saddle. To reverse, raise the sash, turn fan around, move rubber saddle to opposite position and repeat the installation procedure.

Called the C-25, the fan has an air delivery at high speed of 2,560 c.f.m. at 1,500 r.p.m. At low speed, it moves 1,600 c.f.m. at 800 r.p.m.

The cabinet measures 27 in. long, 14 1/2 in. high, and 7 1/2 in. deep. Two 1/2-hp. 2-speed motors operating on 120 volt, 60 cycle, a.c. are used. Shipping weight is approximately 28 lbs.



## 'Saladessert' Wall Case Has Refrigerated Shelf

KEY NO. B-821

NEWARK, N. J.—A new "Saladessert" stainless steel display case with refrigerated lower shelf has been introduced by the Stainless Food Equipment Co. here.

The new unit, called a "Flex-O-Unit," is available either as a wall case or double service case, with or without refrigeration in the lower display section, with or without water station, and with or without upper display section.

Sliding glass doors protect the display sections while fluorescent lighting fixtures are built into both upper and lower display sections.

The units are specially designed to join with other Flex-O-Units to form a continuous backbar. Contour strips fitted between units, transform them into one continuous stretch of matched fixtures.

## Electric Counter Fryer Has Twin Baskets

KEY NO. B-822

ST. LOUIS—An electric counter model fryer, equipped with twin baskets and having a 15-lb. fat capacity, has been introduced by the Star Mfg. Co. here.

Called the model No. 5, the unit features quick pre-heating due to large heated surface in contact with the fat, longer element life due to low element wire surface temperature, and high wattage for speed and capacity.

On this model, the element swings out leaving only a one-piece drawn steel kettle than can easily be cleaned.

The model 5 is available in either 230 or 208 volts, a.c.



## Ansul Offers Mechanical Refrigeration Coil Flusher



KEY NO. B-823

MARINETTE, Wis.—What is believed to be the first mechanical refrigeration coil flusher is now being marketed by the Refrigeration Div. of Ansul Chemical Co.

Called the "Ansul Dri-Sol gun," it forces Ansul Dri-Sol solvent through lines and coils under pressure up to 500 lbs., according to the company. The new solvent is said to be non-toxic, non-flammable below 130° F., and readily attracts moisture.

Tests conducted by Ansul Research show that the new solvent will effectively dissolve sludges, wax deposits, and other foreign material," the company stated. "The solvent is recommended for 'Freon' and methyl chloride systems."

Capacity of the Dri-Sol gun is

three pints of solvent. The gun is approximately 3 1/2 in. in diameter, 21 1/2 in. in height, and weighs 10 lbs. fully charged. It is pressurized by a 2-oz., replaceable carbon dioxide cylinder. List price is \$27.70 delivered.

## Welding Flux Works on Aluminum, Stainless Steel

KEY NO. B-824

WHITE PLAINS, N. Y.—A new welding flux that is equally effective either as a paste or as a powder was announced recently by All-State Welding Alloys Co., Inc. here. The flux can be used on both aluminum and stainless steel.

The manufacturer claims that the new flux does not break down even at temperatures required for welding stainless steel. It does not break off and leave the surface unprotected causing rough, bubbly weld.

It spreads thinly and evenly ahead of the flame, cleans oxides ahead of puddle, floats any remaining impurities smoothly out of puddle, protects aluminum or stainless steel on each side of weld area, and cleans easily.

The new flux was developed as the special flux for All-State's new X-2S and X-43S aluminum rods. It is designated as All-State No. 35 aluminum welding and stainless steel flux. It should not be confused with brazing fluxes, the manufacturer asserted.

No. 35 flux is now available from All-State distributors.

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Here's the dependable answer for many of your customers who are faced with liquid chilling problems! The new Brunner Liquid Chiller combines the famous slow-speed Brunner Refrigeration Compressors with the most modern and efficient liquid cooling cabinets ever developed. Interior of cabinet is entirely lined with copper, stainless steel optional, with copper plates and refrigerant lines to assure long, corrosion-free service. Exclusive mixing chamber pre-cools liquid before passing it back and forth over the chiller plates.

Liquids may be chilled by passing through the cabinet itself — or by secondary circulation of chilled water piped from the unit. An ice builder as well as a chiller, unit stores up ice deposits for use during peak load periods — delivers ample cooling capacity with a minimum of connected horsepower. Models from 1/4 HP up to 7 1/2 HP completely assembled at factory. Larger models come in two sections, (1) chiller unit, (2) refrigeration unit, however, these are matched units and easily connected on location. Ask your Brunner Representative — or write us for details . . .

Lower Operating Cost — builds up deposit for use during peak load requirements.

Heavy Duty Construction — welded steel frame, 16 gauge galvanized steel cabinet with 4" cork insulation. Easily installed and serviced.

Plates Individually Refrigerated — give 100% refrigeration. Front and back wall of cabinet refrigerated.

Exclusive Mixing Chamber — permits compression to operate under maximum load at all times — no start-up surges or minimum load.

All Parts Readily Available . . . for dependable service with minimum interruption.

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## Refrigeration Problems

and their solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

### Two-Temperature Refrigerators (7)

With one exception, all of the two-temperature refrigerators discussed in this series have used but one condensing unit. That exception, described in the June 23 issue, consisted of two separate compartments, each with its own evaporator, its own condensing unit, and its own control system. Thus, each system operated at maximum efficiency. Such a refrigerator is expensive in first cost, because of the extra condensing unit; but very effective and economical in operation.

#### LESS EFFICIENT AT LOW TEMPERATURE

If two evaporators at different temperatures are to be refrigerated at the same time, on the same condensing unit, then all of the refrigeration must be produced at the suction pressure corresponding to the low-temperature evaporator; that is, at the suction pressure corresponding to the temperature of the freezer evaporator.

Other things being equal, the capacity and efficiency of a refrigeration compressor depends up on the suction pressure, which in turn depends upon the evaporator temperature.

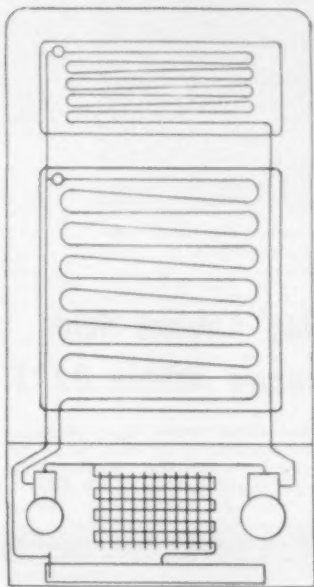


FIG. 11—Two-temperature refrigerator with one condensing unit using two compressors.

The capacity of the compressor operating on a 30° evaporator, for example, will be about 2½ times what it would be operating on a -10° evaporator; and its current consumption less than double; so its efficiency is increased about 50%.

A compressor operating on the refrigerator compartment only would produce more capacity in B.t.u. per hour of operation and at lower cost of electricity per B.t.u., than that same compressor operating on the freezer evaporator only.

#### TWO TEMPERATURES ON ONE COMPRESSOR NOT EFFICIENT

But if the freezer evaporator and the refrigerator compartment evaporator are both refrigerated at the same time by the same compressor, the suction pressure must be low, corresponding to the freezer evaporator.

Thus, all of the refrigeration is being produced at the low suction pressure, so the refrigerator compartment portion is being produced inefficiently and uneconomically. Whether both evaporators are primary evaporators, or whether the refrigerator compartment is refrigerated by a secondary system, makes little or no difference; the refrigeration for the 40° compartment is being furnished by the compressor at the low suction pressure corresponding to the evaporator temperature in the 0° freezer compartment.

In addition to the method of using a separate compressor for each compartment, there are two methods that offer some possibilities of solving this problem of operating both eva-

porators efficiently on the same compressor. To the best of the author's knowledge, neither of these two methods have been used in two-temperature household refrigerators produced in quantities.

Moreover, there would be some difficulties in proper temperature control under variation in heat load between the two compartments. Nevertheless, they offer some features of interest, and are worth explaining.

#### TWO COMPRESSORS WITH DIFFERENT DISPLACEMENTS

If two separate compressors were used, the displacement of each compressor would have to be different in order to maintain different suction pressures and evaporator temperatures. The displacement of the compressor for the low temperature freezer evaporator would have to be greater than the displacement of the compressor for the evaporator of the refrigerator compartment.

As shown in Fig. 11, each evaporator would have to have its separate branch liquid and suction lines; but both compressors could discharge into one condenser, and only one receiver would be required. Both compressors could be driven by one motor. Motor operation could be con-

trolled by a thermostat located in either the freezer or refrigerator compartments.

#### TWO DISPLACEMENTS IN ONE COMPRESSOR

Using two compressors would be rather expensive in first cost, so the two compressors could be incorporated into one compressor, with two cylinders of unequal displacement. Both cylinders would, of course, operate at the same speed, but the cylinder for the freezer would have a larger bore or stroke or both, so as to obtain the larger displacement.

Each cylinder would have its separate suction port, to which a separate branch suction line would run from the corresponding evaporator. Compressor operation could be controlled by a thermostat responding to the temperature of either the freezer or refrigerator compartment evaporator.

(To Be Continued)

### Larger Store Opened by Old Syracuse Dealership

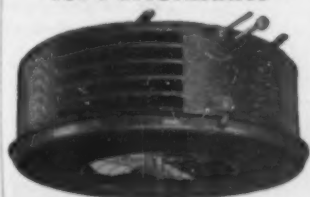
SYRACUSE, N. Y.—J. Glaser & Sons' new and larger appliance store, located at 630 N. Salina St., has opened for business.

The new store features a main floor expanse of 6,500 sq. ft., a spacious mezzanine, and a large basement.

#### Arthur Made Rogers' Sales Mgr.

PITTSBURGH—Effective Aug. 1, H. C. Givan, president and sales manager of C. R. Rogers Co., will become president, and Jay (Jack) S. Arthur, salesman with the company for 20 years, will become sales manager.

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# Gas Heating Controls

By Service Information Division,  
White-Rodgers Electric Co.

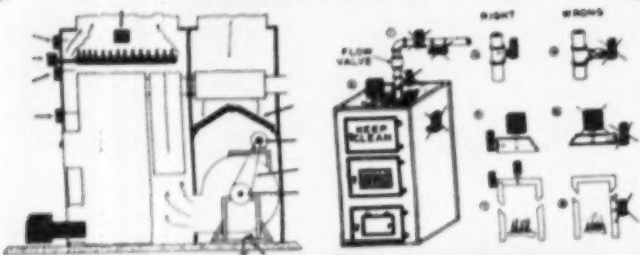


FIG. 2 shows location of controls in a typical gas-fired forced warm air heating plant.

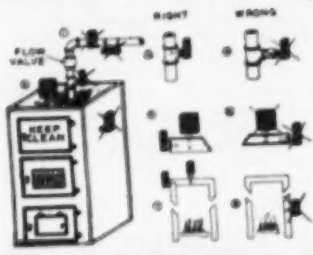


FIG. 3 shows control locations in a gas-fired hot water boiler.

## 2—Types of Controls Employed with Gas

We want to consider the control problems and circuits encountered when we are working with gas-fired heating systems.

Electricity supplies the energy to operate the control system to be discussed. Therefore, there must be switches to control the flow of electricity and devices that will be operated either "on" or "off" depending upon the action of the switches.

A control circuit involves two types of control: (1) switch types, (2) magnetic coil types.

Switch type controls are thermostats, limit controls, safety pilots, and warm air fan or hot water circulator controls.

Switch type controls are operated automatically by elements that re-

spond to changes in temperature or pressure. The temperature or pressure changes cause the elements to move or change position, the movement operates the switches to open or close the control circuit.

Commonly used sensitive control elements are bi-metal, bellows or liquid charged.

Magnetic coil types of controls are gas valves of the solenoid and diaphragm types and all electric motors.

### CONTROLS USED ON GAS-FIRED SYSTEMS

Controls in the gas-fired system perform the following functions:

(1) Thermostat to control room temperature.

(2) Limit controls to protect the heating plant against excessive temperature or pressure.

(3) Gas safety pilot prevents fuel being supplied through the automatically operated gas valve to the main burners, unless there is a pilot flame available to safely ignite the fuel.

(4) Gas valve, an automatically operated valve, controls the gas supply, "on" or "off," to the heating plant's main burner.

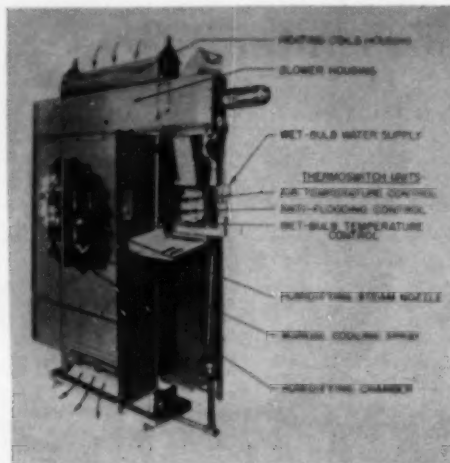
The above controls are used on gravity systems where the heat produced in the heating plant is circulated to the heated area by thermal action—gravity.

Forced circulation systems, either forced warm air or circulated hot water, require the use of a fan or circulator control.

The location of the controls in the system are shown in Figs. 2 and 3.

Switch type controls command the operation of coil type controls. Therefore, gas valves or motors in the control circuit cannot be operated unless the thermostat, limit controls, safety pilot or fan and circulator controls are in agreement that the circuit be closed. If any switch type control does not have its contacts closed, electricity cannot flow to energize the coil type control and the unit will not operate.

A magnetic field is set up when electricity passes through a coil. The magnetic field produces force that operates the mechanism of gas valves or relays and cause motor armatures to rotate.



PACKAGED UNIT mounted inside "proofing" box used by bakers to raise yeast-type dough maintains conditions of 96° F. and 86% r.h.

## Air Conditioned 'Proofing' Cabinet Holds High Humidity, Temperature Within 0.1° F.

CHICAGO—How close simultaneous control over temperature and relative humidity can be maintained in air conditioned "proofing" cabinets used by the baking industry for raising yeast-type doughs has been outlined by Fenwal, Inc., of Ashland, Mass., manufacturer of precision "Thermoswitch" thermostats used in the cabinets produced by Anetsberger Bros., Inc. here.

Three thermostatic units control the operation of the self-contained air conditioning device housed within the proofing cabinet to maintain a temperature of 96° F. and 86% r.h.

### STEAM ENTERS HEATING COILS

The uppermost Thermoswitch, whose contacts are set to open at 96° F., acts as a temperature regulator. It controls a solenoid-operated steam valve which permits steam to enter the heating coils in the air conditioner when the cabinet temperature falls below the desired level. A red pilot light is illuminated to indicate that the heating circuit is in operation.

The bottom Thermoswitch is wrapped in a self-feeding, water-saturated wick. This unit controls the relative humidity in the cabinet. The wet-bulb Thermoswitch is set at 92° F., the temperature that corresponds to a relative humidity of 86%. When the humidity falls below that level, the increased evaporation rate from the wet wick depresses the temperature of the wet-bulb thermostat below 92° F.

### AUTOMATIC OPERATION OF SOLENOIDS

Thereupon, the contacts close and actuate a solenoid which turns on a steam jet. The steam droplets are dispersed through the cabinet until the proper relative humidity is reached, causing the wet-bulb Thermoswitch temperature to rise above 92° F. The thermostat then trips the solenoid which closes the steam jet. Also, a green pilot light is extinguished to indicate that the humidity circuit has ceased to operate.

The middle Thermoswitch serves as an anti-flooding control. It is in series with the humidity steam solenoid and the wet-bulb Thermoswitch, and prevents the operation of the solenoid until a cabinet temperature of 75° F. is reached. This arrangement prevents the introduction of steam into a cold cabinet, a condi-

tion which would cause immediate condensation of the steam on all surfaces with subsequent flooding of the cabinet and spoilage of the dough.

The switch contacts of the Thermoswitch unit are impervious to dirt and other similar causes of malfunction because they are housed inside the stainless steel cartridge, according to Fenwal. Also, because the cartridge functions as a component of the differential-expansion assembly, the thermostat is able to respond quickly to changes in air temperature. The sensitivity of the thermostat is rated at plus or minus 0.1° F.

The air conditioning unit, being completely housed inside the proofing cabinet, circulates the conditioned air through the cabinet without ducts. The air is circulated by a set of multi-vane blowers, mounted at the upper end of the unit and operated by a 110-volt a.c. motor.

The steam coils which heat the air stream are located directly above the blowers. After being drawn over the steam coils, the air is blown down through the humidifying chamber where the steam spray is introduced, and is discharged into the proofing cabinet through adjustable baffles at

the bottom of the unit. The blower also directs air from the cabinet down over the control thermostats, so that any needed corrections in temperature or humidity can be sensed and applied by the Thermoswitch units with minimum lag.

Because the cabinets are constructed from prefabricated interchangeable sections, additional proofing space can be readily added without alteration to the air conditioning unit. A modified version of the cabinet and unit has been made for industrial and chemical laboratory work involving the close, simultaneous control of heat and humidity.

### More Refrigerated Trucks

CAMDEN, N. J.—Gaudio Brothers, Inc., distributor of frozen foods in the Philadelphia-southern New Jersey area, have added two new refrigerated trucks to their fleet.

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## CPR 161 Spells Out Method for Pricing New Consumer Durable Goods In Future

WASHINGTON, D. C.—A new ceiling price regulation spelling out the way new consumer durable goods are to be priced in the future has been issued by the Office of Price Stabilization.

The order—CPR 161—applies to household appliances; commercial kitchen equipment; self-contained window and console air conditioners; restaurant fixtures and equipment; store machines, fixtures, and equipment; show and display cases (except refrigerated); soda fountain and beer dispensing equipment; vending machines; and non-electric water coolers.

It takes effect on Sept. 24 and can be put into effect earlier by any manufacturer who wishes to do so. It does not affect the pricing of any item priced prior to the effective date of the regulation, but affects all items priced after that date.

The new regulation is designed to replace, as far as consumer durables are concerned, the new commodity pricing sections of Ceiling Price Regulation 22 and the General Ceiling Price Regulation. It is intended to make pricing easier for these classes of goods and to reduce to a minimum the number of reports that need be filed with OPS.

The basic technique used by this regulation is comparison pricing. Ceiling prices of new commodities are established by reference to the ceiling prices of "comparison commodities" rather than referring back to the 1950 base period.

The various pricing methods to be used are explained in six separate sections—No. 3 through 8—of CPR 161.

### Digest of CPR 161

Section 3 applies where a new commodity differs only in minor respects from a commodity currently in the manufacturer's line. A new commodity which represents more than a minor change, but which is still comparable to other commodities made by the same manufacturer, falls under section 4.

Section 5 covers a commodity so different from anything currently made by the same manufacturer that a competitor's commodity should be chosen for comparison purposes.

Where the new commodity is so different from anything else on the market that no comparison commodity can be found, section 6 or section 7 must be

used; section 6 where the net sales of the new commodity are likely to exceed \$5,000 per month, section 7 where the net sales are unlikely to reach that figure.

Section 6 also provides for interim orders that give manufacturers 90 days to market test experimental models. A volume limit of \$10,000 is placed on these interim orders.

Special provision for custom-made commodities is made in section 8.

For the three sections where the manufacturer calculates ceiling prices himself—sections 3, 4, and 5—no report is required except on commodities whose net sales are expected to exceed \$25,000. This limitation will materially lighten the reporting burden, particularly for small manufacturers, OPS said.

For section 6—the letter order section—an application is required since that is the only way OPS can obtain the information needed to establish a ceiling price.

However, the suspension of controls on unimportant commodities, provided by section 7, does away with applications and letter orders in over half of the cases for which they would have been required under CPR 22. Section 8 makes the calculating and reporting of ceiling prices far less burdensome for manufacturers of custom-made commodities. After their application for a formula is approved, they are freed from all further reporting obligations.

For all commodities where a report is required, no ceiling price is legally established until after the provisions relating to the report have been observed, said OPS.

Section 411 of the Defense Production Act—which provides that no person shall be required to furnish a report respecting sales at prices which are below ceiling if he certifies that he is selling at such prices—does not apply to reports which are needed in order to establish a ceiling price, it explained.

Now let's look at the new pricing provisions in a little more detail.

Section 3—Minor Changes—sets precise limits to what may be considered a minor change, in contrast to section 30 of CPR 22, which set no limits. Within these limits, section 3 can be used where the minor change results in a cost reduction as well as where it produces an increase.

Furthermore, the manufacturer is no longer limited to the same ceiling price as the comparison commodity. The ceiling price of the new commodity is calculated by adding to or subtracting from the ceiling price of the comparison commodity the difference in current unit direct cost resulting from the minor change.

A commodity whose ceiling price has been calculated under this section may not be used as a comparison commodity in making subsequent calculations under this section. The reason for this is that the ceiling price calculation reflects only labor and materials cost changes. It does not take markup into account. Therefore, a certain element of distortion would be

multiplied to a point where the ceiling price level would be completely unsatisfactory, OPS declared.

Section 4—additions to an established line—replaces section 33 of CPR 22. The method of determining ceiling prices under this section is the same as that of section 23 in that the markup over current unit direct cost of comparison commodities is applied to the current unit direct cost of the new commodity.

The new section 4 permits the use of comparison commodities which were introduced after the base period—commodities whose ceiling prices were determined under the new commodity section of CPR 22, the GPCR, or under this regulation.

The need for this change has become steadily more obvious as the time interval since the base period has lengthened. Base period commodities are becoming scarcer. In industries where new lines are brought out two or more times a year, the requirement that ceiling prices for new commodities be determined by reference to ceilings for commodities that have been changed three, four, and even five times has produced very great difficulties, OPS noted.

Under the new section 4 the average markup over cost of two comparison commodities is added to the cost of the new commodity. As his comparison commodities the manufacturer must choose the commodity whose cost is immediately higher and the commodity whose cost is immediately lower than that of the new commodity.

The comparison commodities must, wherever possible, be selected from the same product line. Only if there are no other commodities in the same product line may a comparison commodity be chosen from another product line.

Section 5—ceiling prices established by reference to competitors' commodities—is a revision of section 33 of CPR 22. Standards of similarity are set up which will insure the choice of a commodity whose price level will be appropriate for comparison purposes. Such problems as differentials between classes of purchasers and terms and conditions of sales are also resolved explicitly.

Two substantive changes have been made. The new commodity is no longer required to take the identical ceiling price as the competitor's commodity. Where the new commodity does not meet the same quality standards, the competitor's commodity, a ceiling price will be established under this section sufficiently below the competitor's to reflect the difference between the two commodities.

This change is designed to provide greater flexibility in the use of this section and by that means to reduce the need for issuing letter orders.

The second substantive change provides for the situation where a manufacturer does not know his competitor's ceiling price. Very frequently he may know the competitor's selling price. If he does, he may establish a ceiling price for his new commodity by reference to that selling price. Provision is made for raising such a ceiling price if it turns out that the competitor was selling below his ceiling.

Section 6—letter orders—makes similar provision for the establishment of ceiling prices by letter order as section 34 of CPR 22. In addition to the standard letter order, section 6 gives OPS authority to grant interim letter orders.

Such orders will be limited as to time: 90 days, and as to sales volume: \$10,000. Interim orders will be issued where a manufacturer is unable to supply cost estimates based on production experience. They are necessary in order to permit a manufacturer to test his market with experimental models, or the production of a trial run, before regular production commences.

Another innovation in section 6 is the authority to establish formula methods for calculating ceiling prices. It is expected that this authority will be used only in very rare instances, where a manufacturer can prove conclusively that the other methods of this regulation are unworkable in his case.

Section 7—suspended controls for unimportant commodities—aims to suspend controls from commodities whose effect on the cost of living is certain to be negligible. This section applies to commodities whose net sales are not likely to exceed \$5,000 per month and which would otherwise be under section 6.

The purpose behind this suspension is to make it easier for manufacturers to experiment with new ideas and to remove from OPS a burden which has been totally out of proportion to its economic significance.

Under section 7 the manufacturer merely sends OPS a description of his commodity. Nothing further is required if OPS agrees that the commodity is different from anything else on the market and that its net sales are not likely to exceed \$5,000 per month.

If in the opinion of OPS the new commodity is likely to affect the cost of living, a ceiling price will be established under section 6. Similarly, if monthly sales ever exceed \$5,000 per month, the manufacturer must apply for a ceiling price under section 6.

Section 8—custom-made commodities—allows the manufacturer to apply for authorization to calculate his ceiling prices by formula where he had done so in the base period. This section applies only to commodities specially designed for a single purchaser who is the ultimate user of that commodity. It does not apply to commodities purchased for resale, either in the same form, or incorporated in another commodity.

No specific directions are set out in section 8. The diversity in the types of custom commodities covered by this section is too great to make generalizations meaningful.

Each applicant for a formula will have to be handled on an individual basis. The only rule laid down is that the level of ceiling prices produced by the formula may be no higher than that produced by the sections of this regulation which the manufacturer would be obliged to use if he did not have an individual formula.

OPS noted that CPR 161 is the first regulation to apply specifically to consumer durable goods. It said that, for the convenience of manufacturers, it will resolve problems affecting these manufacturers through supplementary regula-

tions and amendments to CPR 161 even though there is no direct relation to new commodity problems. Thus, the manufacturers will have only one regulation to look to for matters affecting them.

## Air Conditioning Mfrs. May Use Simpler OPS Form

WASHINGTON, D. C.—Manufacturers of air conditioning equipment—except window and console self-contained units—have been added to the list of those who need not file OPS Form No. 128 when pricing new additions to their base period—July 1, 1949 to June 24, 1950—lines, the Office of Price Stabilization announced recently.

They, along with other manufacturers in the commercial refrigeration industry and the manufacturers of all water heaters, are permitted to use simpler forms.

This action was taken in Amendment 52 to CPR 22, which became effective on Aug. 5. The amendment requires that reports for certain listed products—air conditioning equipment, automatic temperature controls, heating equipment, refrigeration equipment, plumbing fixtures, and valves—must include in detail a description of how the commodity being priced differs from the comparison commodity.

## Liquid Carbonic Names Prais

CHICAGO—J. P. Wright, vice president of Liquid Carbonic Corp., has announced the appointment of Earl L. Prais as quality control manager.

Prais was formerly superintendent for Yale & Towne Mfg. Co., and was with Rheem Mfg. Co. as superintendent and plant manager.

## Line To Succeed Hadden At Kelvinator of Canada

DETROIT—Reginald H. Line, leading British appliance executive, will succeed C. W. Hadden as president and general manager of Kelvinator of Canada, Ltd., it was announced recently by Howard A. Lewis, vice president, Nash-Kelvinator Corp.

Hadden retires Sept. 30 after serving more than 17 years as chief executive of the Canadian company.

Line has been director and general manager of the Frigidaire Div. of General Motors Ltd. of London, England. He joined the company in 1944 in charge of operations at the Frigidaire Hendon plant.

Line, who has spent most of his life in the refrigeration and household appliance business, was previously for a number of years with Electrolux at Luton. He is a member of the American Society of Refrigerating Engineers, companion of the Institute of Refrigeration, the Institute of Production Engineers, associate of the Institution of Electrical Engineers, and a member of the Incorporated Sales Managers' Association.

Lewis said that Kelvinator of Canada, with headquarters at London, Ontario, is near completion of a \$3,500,000 expansion program that more than doubles plant area in existence at the end of World War II.



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<p><b>DIRECTIONAL FLOW</b></p>	<p>Saves by eliminating "spillage" — controls and confines flow of atomized air to display well. There's no costly "spillage" to cause constant extra overtime work by the condensing unit.</p>
<p><b>RE-CIRCULATED AIR</b></p>	<p>Saves by reducing running time 15% — after air moves across the display well, it is drawn down through the base of the well and back to the refrigerating coil, where only a slight lowering of the temperature is required so that it can be used over and over again. This saves as much as 15% running time and permits the greater economy of a smaller, less costly condensing unit.</p>

THROUGH THESE EXCLUSIVE SHERER DEVELOPMENTS you offer your customer a true investment that can pay cash dividends through important savings — as much as \$210.00 annually per 10' refrigerated display case . . .

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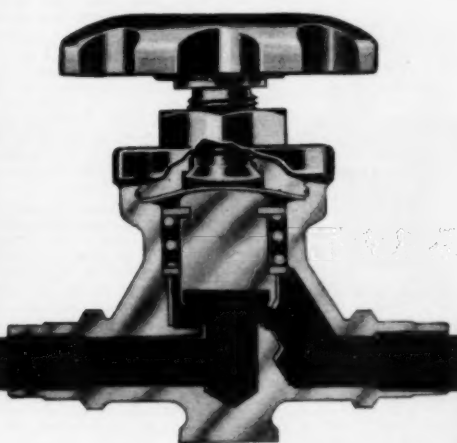


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Pittsburgh 26, Pa.

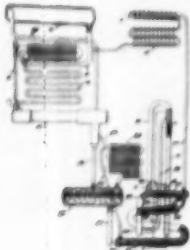




## PATENTS

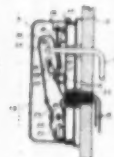
Week of June 10  
(Continued)

**2,509,582. ABSORPTION REFRIGERATION APPARATUS.** Wilhelm Georg Nagel, Stockholm, Sweden, assignor to Aktiebolaget Electrolux, Stockholm, Sweden, a corporation of Sweden. Application Nov. 25, 1947, Serial No. 786,177. In Sweden Nov. 28, 1948, 4 Claims. (Cl. 68-119.5.)



1. In absorption refrigeration apparatus having a refrigerant vapor supply line, a circuit for circulation of absorption solution including an absorber and a vapor expansion unit comprising an upright heating tube having a lower heat input end, a vertically extending pipe which serves as a boiler vessel and is in communication with said vapor supply line, conduit means for conducting solution from said vapor expansion unit to the inlet of said absorber including a lift tube having the lower end thereof communicating with the lower part of said pipe, said pipe and lift tube and heating tube being disposed alongside one another and extending together as a group or cluster in an upward direction to a region at least as high as the upper end of said lift tube, said pipe and lift tube being in thermal relation with the exterior of said heating tube, conduit means connecting the outlet end of said absorber and said pipe at one level which is intermediate the ends of the latter for flowing solution by gravity in an unbroken stream from the absorber outlet through said pipe into the lower end of said lift tube and forming a liquid column in said pipe having a liquid surface above said one level, and vapor conducting means to conduct vapor generated in said vapor expansion unit to a region of said pipe below said one level and above the connection of said lift tube thereto for flowing vapor in intimate contact with absorption solution in a part of said pipe which serves as an analyzer, said last-mentioned analyzer part of said pipe essentially forming a part of said group or cluster.

**2,509,589. APPARATUS FOR MODIFYING THERMOSTAT OPERATION.** Gordon McLarty, Battle Creek, Mich. Application May 15, 1948, Serial No. 88,544. 3 Claims. (Cl. 90-125.)



1. The combination of a thermostat assembly for controlling the temperature in a room of the like and having an electric circuit with a heat actuated member as part of same, an electrically operated heater, electric circuit connections which operably join said heater in the electric circuit of said heat actuated member, and a separate tubular means extending between the thermostat and outside atmosphere for continuously flowing air in varying but unobstructed and predetermined unidirectional manner through said thermostat assembly to the outer atmosphere in the presence of varying atmospheric conditions for controlling the effect of said heat actuated member.

## Government Contracts

### PROCUREMENT INFORMATION

The following is a list of proposed procurements issued by the various indicated U. S. Government procurement offices. This list is compiled and made available daily on a free pick-up basis. Prospective bidders may obtain complete bid sets by a request to the purchasing office under which the purchase is listed in this synopsis. Be sure to identify completely the bid invitation you wish by including in your request the item description, the invitation number or reference number and the opening date. This will save time in filling your request. For reasons of economy, specifications are normally not included with the bid invitations unless the specification is a new one. First time bidders on a particular item should request a copy of applicable specifications and drawings at the time the request for a bid is made.

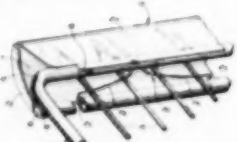
It is not necessary to refer solely to the issuing office for additional data on a bid invitation issued by any of the following: U. S. Army Ordnance Office; Ordnance Tank Automotive Center; Detroit Arsenal; Frankford Arsenal; Picatinny Arsenal; Harlick Arsenal; Rock Island Arsenal; Springfield Arsenal; Watervliet Arsenal; and Watervliet Arsenal. Complete information on any purchase listed by any of these offices alone can be obtained from the Ordnance District Office nearest you. Its address is on file in your nearest Department of Commerce Field Office. Do not ask an Ordnance District Office for information on a purchase unless it is listed by one of the above-named offices. Ordnance District Offices do not have information on any other purchases.

Invitations for Bids numbers will be followed by the letter "B." Requests for proposals or quotations will be indicated in this column by the letter "Q," or, if numbered, the number will be followed by the letter "Q."

### DEPARTMENT OF DEFENSE

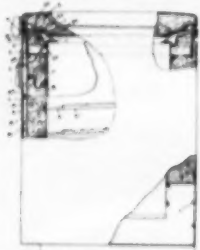
Description	Quantity	Invitation No.	Opening Date
District Engineer, St. Louis District, Corps of Engineers, St. Louis 1, Missouri			
Valve, 6 in. pressure relief with 150 lb. flanges 6 x 11 in. cl.-val. co no 90 or equal	51 ea.	(ENG 25-065-53-33B)	19 Aug 52
Valve, 4 in. pressure reducing aluminum solenoid operated shutoff, with 150 lb. flanges 4 x 9 in. cl.-val. co part no 1148 or equal	51 ea.	(ENG 25-065-53-33B)	19 Aug 52
Valve, gate, flanged, 150 lb. cast steel, faced and drilled, crane co no 47X or equal in various sizes	1000 ea.	(ENG 25-065-53-34B)	30 Aug 52
District Engineer, Walla Walla District, Corps of Engineers, Walla Walla, Washington			
Twelve ventilation fans	Job	(CIVENG 53-8B)	4 Sep 52

**2,509,607. REFRIGERATOR SHELF TRIM STRIP.** Andrew H. Burris, Chicago, Ill., assignor to Admiral Corp., Chicago, Ill., a corporation of Delaware. Application April 17, 1950, Serial No. 154,301. 4 Claims. (Cl. 311-153.)



1. In a shelf comprising a frame, rods fixed to said frame, and a strip having a hooked edge engaging said frame and a folded edge lying on said rods; clip means having hooked ends engaged in said folded edge, arms extending from said ends engaged beneath said rods and an extension engaging said frame to hold said strip in place.

**2,509,725. HERMETIC SEALING MEANS BETWEEN INNER AND OUTER CASINGS OF REFRIGERATOR CABINETS.** Harland W. Whitmore, Kenosha, Wis., assignor to Motor Products Corp., Detroit, Mich., a corporation of New York. Application July 18, 1950, Serial No. 179,588. 5 Claims. (Cl. 68-116.)



1. In a refrigerator, including outer and inner spaced casings, evaporator tubing in heat exchange relation to said

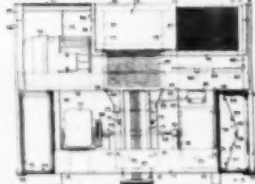
inner casing located in the space between the same and said outer casing, a mechanical support for said inner casing from said outer casing, and independent sealing means between said casings; condenser tubing in the space between said casings and vertically extending flanged channel reinforcing bars for said outer casing having their flanges secured thereto and notched to embrace said condenser tubing and to hold the same in heat exchange relation to said outer casing.

**2,509,972. ICE TRAY.** Michael K. Buchanan, Norfolk, Va.



7. An ice tray comprising an open top pan, a grid arranged in the pan to divide it into a plurality of compartments, the grid comprising a longitudinal member and a plurality of transverse members, the transverse members being relatively movable with respect to the longitudinal member, means for moving the transverse members, said means comprising a transmitting member arranged above the longitudinal member and connected to each of the transverse members, and a pair of aligned tubes, one of which is connected to the longitudinal member and the other of which is connected to the transmitting member, the tubes being constructed and arranged to form a chamber to receive a body of liquid which expands upon freezing causing relative movement of the tubes and thereby causing relative movement of the transverse members with respect to the longitudinal members.

**2,509,918. AIR CONDITIONER.** Paul B. Moore, York, Pa., assignor to York Corporation, York, Pa., a corporation of Delaware. Application June 18, 1949, Serial No. 96,519. 4 Claims. (Cl. 68-129.)



1. In a room air conditioner comprising a housing having inlet and outlet connections from and to out-of-doors and inlet and outlet connections from and to the room, a refrigerative circuit including compressor, condenser and evaporator, a condenser air circuit and fan interposed between the outdoor inlet and outlet and arranged to circulate outdoor air in heat-exchanging relation with the condenser, an evaporator air circuit and fan interposed between the inlet and outlet connections from and to the room and arranged to pass room air in heat-exchanging relation with the evaporator, a motor for driving the compressor and motor means for driving said fans; the improvement which consists in constructing said conditioner in at least two self-contained readily separable sections, a base section and a refrigerant unit section, said base section comprising as an assembled unit means providing both connections to out-of-doors and the inlet connection from the room, both fans and the fan-driving motor means, and said refrigerant unit section comprising as an assembled unit the compressor, its driving motor, the condenser, a portion of the condenser air circuit duct between the condenser fan discharge and the outdoor discharge connection, the evaporator and a portion of the evaporator air circuit duct between the discharge of the evaporator fan and

One fresh air conditioner complete with electro-static filter, heating coils, fan sheet metal enclosure and accessories	Job	(CIVENG 53-8B)	4 Sep 52
Miscellaneous equipment	Job	(CIVENG 53-8B)	4 Sep 52
Pneumatic controls for air conditioning equipment	Job	(CIVENG 53-8B)	4 Sep 52
Base Procurement Office, EWB, Building 254, Wright-Patterson Air Force Base, Ohio			
Invitation for Bid /E/ and Requests for Proposal /Q/ are distributed to firms listed in the Bidders List maintained by the above activity. A complete bid set is available for EXAMINATION ONLY by prospective bidders at the Air Regional Offices located in the local trading area of the above activity.			
For air conditioning system	Job	(IFB-33-061-53-2-B)	18 Aug 52
Armament Lab., Weapons Components Div., Bldg. No. T-155, Area "B"			
For air conditioning for Tele-type Operation Center, Bldg. 2263, Area "A"	Job	(IFB-33-061-53-3-B)	18 Aug 52

### GENERAL SERVICES ADMINISTRATION

Description	Quantity	Reference No.	App. Bid Date
Business Service Center, General Services Administration, Region 3, Washington 25, D. C.			
Valves, angle globe class 45, various sizes	94 ea.	8K-18571	8-12-52

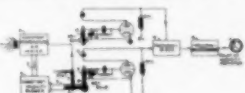
### CONTRACTS AWARDED THROUGH AUG. 4

General Services Administration, 575 U. S. Courthouse, 219 So. Clark St., Chicago 4, Illinois  
Water Coolers (Type 1, Size 10, Bubbler Type).—100 ea., \$11,980. Westinghouse Electric Corp., 1825 K Street, Washington 6, D. C.  
Public Works Office, Fifth Naval District, Norfolk, Virginia  
Air conditioning systems and includes mechanical, electrical, sheetmetal work, carpentry, concrete, painting and incidental related work, U. S. Armed Forces Staff College, Norfolk, Va.—Job, \$37,416.—P. C. Hartman Co., 833 West 21st St., Norfolk, Virginia  
Headquarters, U. S. Marine Corps, The Quartermaster General, Washington 25, D. C.  
Refrigerators.—450, \$51,394.50.—Frigidaire Sales Corp., 3251 Leonis Blvd., Los Angeles 58, California  
Coolers.—4, \$30,164.00.—Read Standard Corp., York, Pa.  
Yards and Docks Supply Office, U. S. Naval Construction Battalion Center, Fort Belvoir, California  
Evaporators.—2 ea., \$37,400.—C. G. Mokanson Co., Inc., 2140 Pontius Ave., Los Angeles, California  
Fan exhaust, electric, 5,000 CFM.—270 ea., \$63,630.—Main Cornice Works Inc., 2824 N. Main St., Los Angeles, California

the outlet to the room, said base section including a positioning support for the refrigerant unit section, and the air duct connections to the latter section being so arranged as to be established by setting the refrigerant unit section in place on said support.

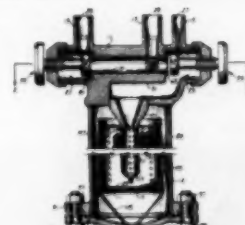
### Week of June 17

**2,509,386. ELECTRONIC PSYCHROMETER.** Harold I. Ewen, United States Navy. Application March 4, 1947, Serial No. 738,266. 5 Claims. (Cl. 73-328.) (Granted under the act of March 3, 1902, as amended April 20, 1928; 370 O. G. 757.)



1. An electrical psychrometer comprising wet and dry bulb thermometers, a first means including an oscillator operative to change its frequency as a logarithmic function of the height of the fluid column of the dry bulb thermometer, a second means including a second oscillator operative to change its frequency as a logarithmic function of the height of the fluid column of the wet bulb thermometer, detecting means fed by said first and second means operative to detect the difference between the respective frequencies thereof, and indicating means operative to indicate said difference frequency in terms of relative humidity.

**2,509,435. FROST IS DEHYDRATOR AND MANIPULATOR.** Samuel A. Shapiro, Bronx, N. Y.



2. A refrigerant dehydrating system comprising a manifold block, a first transverse passage in said block, an enlarged chamber in said block at each end of said passage, an inlet port in said block communicating with said passage, valve means to seal said passage from one of said chambers, a second passage in said block connecting said one of said chambers to a central point of discharge of the refrigerant in the bottom of said block, a discharge seat fitting secured rigidly to said block at said point, a dehydrating chamber attached rigidly to said block over said seat fitting, a removable cartridge provided with perforated side walls positioned within said chamber, a perforated dispersion tube carried in said cartridge and bearing against said seat fitting, a drying agent carried in said cartridge around said tube, a cover plate attached removably to said chamber, spring means to retain said tube and cartridge bearing against said seat fitting, an outlet port in said block communicating with the other of said enlarged chambers, a third chamber in said block, a passage connecting said other of said chambers and said third chamber, valve means to seal said passage, a passage in said block connecting said dehydrating chamber and said third chamber, and valve means to seal said first transverse passage from said other of said enlarged chambers.

(To Be Continued)

### Permutit Appoints Mosher West Coast Regional Mgr.

NEW YORK CITY—The Household Sales Dept. of the Permutit Co. here has announced the appointment of J. H. Mosher as Pacific Coast regional manager.

He will be in charge of sales and service of Permutit's line of household water conditioning apparatus and resins in the 11 western states (Mountain and Pacific) and Texas. His office will be at 124 W. 6th St., Los Angeles 14, Calif.

Mosher previously held the position, since 1948, as Permutit's district manager for Iowa, Kansas, Missouri, Nebraska, and Wisconsin.



In response to hundreds of requests from AIR CONDITIONING & REFRIGERATION NEWS subscribers, the conductor of its "Inside Dope" column has collected and grouped his best "Stories of the Week." They are now available in convenient book-form for your reading and working pleasure. The book is entitled: "You'll Love This One."

Everyone will enjoy reading this book, we hope, but for the salesman—and for anyone who may be called upon to "say a few words" at a meeting—it should have especial appeal.

Here's why: this book of good stories you can tell is printed on thin paper, bound in flexible leatherette, and designed to fit neatly into your inside coat pocket.

While waiting in an ante-room to see Mr. Bigdome, the sales representative can thumb through it and pick out four or five pertinent jokes which are guaranteed to put his prospect in a good mood.

The man about to make a speech—or one who figures he may be asked to rise and shine extemporaneously—can consult it surreptitiously while the toastmaster is doing his stuff. Although it's jam-packed with grand tales, it isn't bulky. Rather, it's unobtrusive. Looks more like a leather wallet than a book.

You can be the life of the party if you've memorized some of the anecdotes in this book. Everybody loves a good story well told—and all the jokes in this book have been tested on tough audiences, both large and intimate, by the author.

Within its 236 thin-paper pages more than 200 sure-fire laughs are presented. You can use it profitably, and so can your friends. It's handsomely turned out, and will make an appreciated gift anytime.

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## Cutler-Hammer Appoints 3 to Key Sales Positions



J. M. COOK



H. B. PHILLIPS



F. A. WRIGHT

## CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words. Other addresses by actual word count. Please send payment with order.

### POSITIONS WANTED

**SALES ENGINEER**, with 45 active REWA accounts on the eastern seaboard, desires additional lines. Many years experience in pioneering new items, vigorous and consistent coverage of accounts. First class references. Own New York office. **THEODORE CORNELIUS**, 230 Broadway, New York.

**SERVICE ENGINEER**, 22 years of experience installing and servicing domestic, commercial and industrial refrigeration equipment, wishes responsible position other than servicing. 48 years of age, married and two children. Reply to BOX 4959, Air Conditioning & Refrigeration News.

**BUSINESS MANAGEMENT**, sales and sales promotion executive with 18 years' corporation experience in the air conditioning - commercial and industrial refrigeration industry. Ability to handle and get along with people. Aggressive. Capacity to make decisions and assume heavy responsibilities. Correct age. Wide industry acquaintance and following. Available September 1. BOX 4060, Air Conditioning & Refrigeration News.

**AIR CONDITIONING** Commercial & Industrial service supervisor 20 years' practical experience. Available Sept. 1. Has got know how in large organization operation, can handle men. Locate anywhere. Accustomed to high earnings. Age 35 yrs., married. Recent central and package experience. BOX 4061, Air Conditioning & Refrigeration News.

**FIELD ENGINEER** experienced commercial air conditioning packaged industrial ice cube makers all types of coolers would like to represent manufacturer of same. Heavy experience controls switches. Good personality. Know how to sell. 15 years practical experience. Age 36. Locate anywhere. Married. Available August 30. BOX 4062, Air Conditioning & Refrigeration News.

**AMERICAN REFRIGERATION** engineer just returned from 2 years in South America desires position in South or Central America. Conversant with Portuguese and Spanish. 20 years of field experience in commercial and industrial refrigeration: trouble shooting, installation operation, maintenance and design. BOX 4065, Air Conditioning & Refrigeration News.

### POSITIONS AVAILABLE

**SERVICEMAN: EXPERIENCED**, commercial refrigeration and air conditioning by well established dealer handling major lines. Located in Macon, Georgia, over 100,000 population. Permanent employment, good salary, and excellent working conditions. Give experience, references, etc., when answering. Interview arranged our expense. **AARON TORCH & SONS**, 452 First Street, Macon, Georgia.

**UNUSUAL OPPORTUNITY** for men to sell the revolutionary Drifless dehydrator and other Berna products to jobbers in various sections. Over 250,000 sold in one season. **BERNA CORP.**, Box 158 Richmond Hill 18, N. Y.

**DESIGN ENGINEER**—Household appliance product designing and general engineering. Will require appropriate experience, but engineering degree not necessary. Permanent position with a progressive company. Write giving complete information regarding experience, training, and approximate salary expected. **THE O. A. SUTTON CORPORATION**, 1812 West 2nd St., Wichita, Kansas. Manufacturers of VORNADO products.

**LABORATORY ENGINEER**—Able to set up and operate refrigeration test equipment. Experience or training in refrigeration and knowledge of basic physics required. Opportunity for advancement in accordance with ability and initiative. Permanent position with the manufacturers of VORNADO products. Write giving details, experience, training, and approximate salary expected. **THE O. A. SUTTON CORPORATION**, 1812 West 2nd St., Wichita, Kansas.

**SALES TRAINEES**, Top manufacturer of refrigeration, air conditioning and heating equipment will train men with engineering background for sales engineering positions. Golden opportunity for the right men in one of America's fastest growing organizations. State age, education, experience. Location: East. BOX 4063, Air Conditioning & Refrigeration News.

**REFRIGERATION ENGINEER** with experience on home freezers, self contained beverage coolers, and reach-ins. Good opportunity with a national manufacturer. Apply BOX 4063, Air Conditioning & Refrigeration News.

**SERVICE MANAGER** wanted—Leading air conditioning company southeast Florida has opening for qualified man to handle air conditioning service department. Must have 10 years experience in all phases of servicing air conditioning equipment and handling ten plus service-men. Reply in detail, past experience. BOX 4064, Air Conditioning & Refrigeration News.

**SERVICE MANAGER**—We have an opening for a retired or disabled serviceman thoroughly experienced in air conditioning and commercial refrigeration installation and service. Duties will be to detail and assign work, survey erection contracts and set up materials, oversee stock control, etc. Located in midwest city of million population. Apply in writing giving qualifications and salary desired. BOX 4066, Air Conditioning & Refrigeration News.

**APPLICATION ENGINEER**—M.E. graduate with knowledge and experience in handling low temperature humidity cabinets. Must be able to calculate and balance heat loads; selection of proper refrigeration equipment—compressors, coils, and accessories; prepare layout details for systems; estimate job costs and sales engineering contacts. Good knowledge of developing new system and refrigeration methods, field installation and supervision, testing and specification coordination. State age, education and salary desired. All replies will be held confidential. BOX 4067, Air Conditioning & Refrigeration News.

### EQUIPMENT FOR SALE

**NATIONALLY KNOWN** coil manufacturer has asked us to dispose of a limited number of 15-20-25 ton air conditioning coils, all coils are brand new and in original factory crates. Your inquiry will be most appreciated. **AIR CONDITIONING ENGINEERING CO.**, 2116 Locust Street, St. Louis, Mo. Ch. 0100.

**REFRIGERATOR DOORS**, 26" by 66" double batten auto close doors complete with removable track heads for a 72" track. 1 1/2" corkboard insulation. 16 gauge metal clad. Brand new. \$95.00 each. Freight prepaid in U. S. Door height will be altered for anything up to 11 ft. 2 in. track for \$15.00 additional. **HIMEL CO.**, Cincinnati, Ohio.

40 **HERMETIC** Tecumseh units model 88L 1/4 HP. BM2800-1 30 Sherer-Gillett (Universal) model F5150 1 1/2 ton units air cooled, complete less motors. All in original shipping crates. F.O.B. New Orleans, La. Make offer. **LANDEY ENGINEERING CORP.**, 1506 Webster Street, New Orleans, La.

**CHEAPER TO replace than repair** 1/4-HP motor compressor assemblies with starting relay and capacitor, specially priced @ \$35. Write for additional information. **MANN REFRIGERATION SUPPLY CO.**, 440 Lafayette Street, New York 3, N. Y.

**SACRIFICING MODEL FDS18A** 18 cu. ft. display freezers with superstructure and Thermopane glass sliding doors. Only \$349 each. F.O.B. New York. List price \$714. For complete details, write or call **MANN REFRIGERATION SUPPLY CO.**, 440 Lafayette St., New York, Gramercy 3-9000.

**ATTENTION SERVICEMEN**—Send for our new catalog on controls, valves, relays, brass fittings, V-belts—hermetic and open type units. All new merchandise at great savings up to 50%; sold on money back guarantee. **WALTER W. STARR REFRIGERATION**, 2833 Lincoln Ave., Chicago 13, Illinois.

### FRANCHISES WANTED

**MANUFACTURERS REPRESENTATIVE** for major line of refrigeration and air conditioning equipment desires additional lines. Now covering Ohio and Michigan area. Would like lines related to such effort. Can give good coverage in all or part of area from good dealer following. **W. S. FARNUM**, P. O. Box 5375, Cleveland, Ohio.

### MISCELLANEOUS

**HERMETICALLY SEALED** units remanufactured. One year warranty. Norge all models. Hotpoint, G. E. (bottom units), \$49.50. Coldspot, Frigidaire, Westinghouse, Crosley, Kelvinator, to and including 1/4 H.P., \$45.00. Other models priced on request. You ship freight prepaid. Return shipment forwarded C.O.D. **NORD HERMETIC CO.**, 1701 San Leandro Blvd., San Leandro, California.

**MILWAUKEE**—Appointment of three men to key sales positions is announced by P. S. Jones, vice president in charge of sales, Cutler-Hammer, Inc.

**H. B. Phillips** has been appointed sales manager, quantity sales division comprising heating device sales, refrigeration control sales, and small motor switch sales.

**F. A. Wright** has been named sales manager, district sales, and **J. M. Cook** has been appointed sales manager of the company's industrial control divisions.

Upon graduation from the University of Michigan in 1911, Phillips joined the Cutler-Hammer engineering department. The following year he was transferred to the Chicago district sales office and later opened the company's Detroit sales office.

After serving in the U. S. Navy in World War I, he returned to the Cutler-Hammer Chicago office and in 1920 opened the St. Louis branch sales office and was named branch manager. In 1925 he came to Milwaukee as manager of appliance sales and since has headed up that division.

Wright joined Cutler-Hammer as a student engineer in 1927 and was assigned to the company's St. Louis district sales office during the same year.

In 1939 Wright returned to Milwaukee as manager of resale sales and in 1945 he was named assistant general sales manager. Since then he has been actively associated with the design and sale of many of the company's new products. Wright's new duties include supervision of the company's sales offices and distributors.

Cook joined Cutler-Hammer upon his graduation from the University of Minnesota in 1928 as a member of the headquarters sales department. After a number of years as a member of the Milwaukee district sales office and later as a member of the Cincinnati district sales office, he was appointed manager of the San Francisco district sales office and plant in 1944.

Under Cook the company's San Francisco plant has been expanded twice and employment has increased 300%.

## Clark Equipment Erects Plant and Office for Air Conditioning Parts

**CLEARWATER, Fla.**—The Clark Equipment Co., 1012 Cleveland St., is erecting a new office and manufacturing plant at 1123 Seminole St., and expects to move in and start operations there about the middle of December.

The company has heretofore been only a selling organization, handling air conditioning, heating, and ventilating equipment. But now, in its new Seminole St. plant, it will manufacture accessory parts for large central system types of air conditioning installations.

The Clark firm has offices in Jacksonville, Miami, and Orlando. Clearwater is headquarters for the company.

## Allen-Bradley Appoints Smith Firm as Fla. Agent

**MILWAUKEE**—The Allen-Bradley Co., manufacturer of electric motor controls, has announced the appointment of a new commission agent in Florida, Robert P. Smith & Co., located at Jacksonville.

This company is headed by R. P. Smith, and associated with him is C. R. Lee, who recently joined this company and who will be active in handling distributor accounts.

A branch office is located at 121 S. E. First St., Miami, Fla. C. M. Converse is in charge of this office.

## Research Products Adds 2 Sales Supervisors

**MADISON, WIS.**—Research Products Corp., manufacturer of air filters for forced air furnaces and air conditioning units, recently announced the addition of two new sales supervisors—Frank A. Sours and H. E. (Paul) Whelpley.

Sours has just returned from three years of active duty with the Marine Corps, and will be covering the territory of Iowa and Nebraska.

Whelpley, a member of RSES, will be sales supervisor in Illinois and Indiana.

## Service & Supplies

## Pacific Lumber Co. Names Van Beckum Research Head

**SAN FRANCISCO**—William G. Van Beckum was recently appointed director of research and development for the Pacific Lumber Co. and will be closely associated with long-range development in the low temperature and home insulation fields.

Since 1948, Van Beckum has been manager of technical service and assistant sales manager, Special Products Div., Weyerhaeuser Timber Co. of Longview, Wash.

A graduate of St. Norbert college and the University of Wisconsin, he worked under a TAPPI Fellowship for three years at the U. S. Forest Products Laboratory at Madison, Wis. In 1939 he joined the Wood Conversion Co., and in 1942 became chief of the chemistry section of the Weyerhaeuser development department, of which he was named assistant manager in 1946.

## R. A. Lowensohn Named Sutton Service Manager

**WICHITA, Kans.**—Ralph A. Lowensohn has been appointed service manager of the O. A. Sutton Corp., O. A. Sutton, president, announced. Lowensohn, before joining Sutton in Dec., 1950, was associated with the Aeme Refrigeration Co., Universal Cooler Div. and Tecumseh Products Co.

Lowensohn figured prominently in the development and production of Sutton's newest product, the Vornado room air conditioner, which was introduced this spring. His capacity as service manager also embraces the line of Vornado air circulators.

## Appliance Mfrs. Seek Rate Change in Wis.

**GREEN BAY, Wis.**—The Uniform Classification Committee was recently asked by representatives of five appliance manufacturers to set up dual minimum weights and ratings on car-load shipments.

Double ratings are requested because of difficulty in meeting minimum weights established by the committee. The rating would apply to seven appliances.

The producers represented were Hotpoint, Bendix, Thor, Westinghouse, and General Electric.

## Farr Co. Appoints Bebb, Matuska to Sales Posts

**LOS ANGELES**—Farr Co. here, manufacturer of air filters and air filtration equipment, announces the appointment of Robert S. Bebb as sales manager of the western division. James E. Matuska was named sales manager for the northwest district.

### Unused Surplus

### LIQUID CHILLERS

For Brine, Water, Coolants  
Approx. 5 ton capacity  
\$75.00 each

complete with insulation and stands

### ASSOCIATED INDUSTRIES

820 W. Esther St. Long Beach, California



"DISPLAY ALL" sliding glass panels combine beauty, utility and sanitation in open top case to cutting room partitions. These smart new sliding panels are available, custom built to your requirements. Complete and ready for easy installation.

Frames and guides are highly polished, heavy extruded aluminum. Ball bearings and cushion rubber stops assure noiseless operation... choice of many types of glass or mirrors.

Let us show you how "DISPLAY ALL" Doors and Sliding Panels will mean sales and profit to you... write for our brochure.

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## SUB-CONTRACT SERVICE

### ON DEFENSE OR CIVILIAN WORK

We are equipped to handle volume production of your defense or civilian work. Check your needs against these services and facilities:

**STAMPINGS**—Over 80 presses up to 125-ton capacity—blank and draw presses included. We furnish dies on request.  
**ROLLED SHAPES**—10 rolling machines for simple or intricate rolled shapes. Greens rolled forms are used the world over.  
**PLATING**—Nickel, chrome, cadmium, brass, bronze and zinc.  
**POLISHING & BUFFING**—Hand and automatic equipment.  
**PAINTING**—Spray and dip—air dry or baked.  
**ASSEMBLIES**—Spot welded, screw fastened, etc. Screw machine sources available for combinations of turned and stamped parts.

A letter or phone call will bring a representative to call. No obligation on quotations.

**Greene of Racine**  
GREENE Manufacturing Company, Inc. Racine, Wis.



## Commercial Sales Show Rise--

(Concluded from Page 1, Column 5) to the individual customer's own merchandising problems.

This has been particularly true, they say, of frozen food equipment, in which field the industry has met a steadily growing demand for numerous applications ranging from units that provide for better display and more effective "impulse buying" features to the relatively new but fast-moving upright storage cabinets for backroom storage of supplemental frozen food stocks. Similar growth has applied to specially designed cabinets for use in retail bakeries and restaurants.

Another, and highly important factor, the meeting discussions emphasized, is the inherently stable market for commercial refrigerators. Geared directly to retail food distribution in its various phases, demand for refrigerated display, dispensing, and storage fixtures is less subject to the fluctuations normally experienced by other branches of the refrigeration industry producing household equipment and other consumer goods. Based on the record thus far in 1952, and barring developments that might either impede production or interfere with the present increasing trend toward modernization among the industry's food store and other customer groups, profit expectations are generally favorable, it was indicated.

In 1948, the association held its spring meeting in St. Louis, where in addition to key sales and administrative executives, plant production men were guests of the Hussmann Refrigerator Co. management, through its president, W. B. McMillan. After a tour of the Hussmann plant, technical methods were discussed and explained, and ideas for improving manufacturing techniques exchanged.

The plan proved so successful that a regular schedule of once-a-year meetings held in cities where member plants are located was approved, but the defense emergency intervened. One of the actions taken at last week's meeting was the acceptance of an invitation from Robert L. Tyler and Joseph W. Krall, of Tyler Fixture Corp., to hold the next meeting of the association in Niles, Mich., late this fall, with a program similar to that of four years ago.

Selection of the site for the 1953 member-plant meeting was referred to the Executive Committee, which has already received more than a dozen invitations.

CRMA's guest of honor at the meeting was A. Gordon Wootton, of the National Production Authority, who left NPA to rejoin the Seeger Refrigerator Co. organization in St. Paul. Wootton expressed warm appreciation for the cooperation he and his associates were given by all segments of the refrigeration and air conditioning industry throughout his stay in Washington. Although the going had been rough at times, Wootton said, thanks to the effective way in which the story of the essentiality of refrigeration had been told through the "united front" approach, and in the right places, production operations were never seriously hampered at any time due to insufficient allocations.

At the close of the meeting, the following slate of officers was chosen: president—Millard Mayer, Koch Refrigerators, Inc.; vice president—Reese L. Harrison, Friedrich Refrigerators, Inc.; treasurer—Edwin B. Ahrens, The C. Schmidt Co.; with Henry M. Haase, McCray Refrigerator Co., Inc., and John Romadka, Federal Refrigerator Mfg. Co., as directors.

Robert L. Tyler acted as chairman.

## West Penn Sales--

(Concluded from Page 1, Column 5) 1952 unit sales by dealers in this territory follows:

Appliance	1951	1952
Refrigerators	1,869	2,303
Freezers	415	454
Room Coolers	51	176
Ranges	858	896
Garbage Disposers	36	34
Dishwashers	33	35
Clothes Dryers	191	191
Ironers	155	127
Washers, automatic	398	436
Washers, conventional	1,081	1,045
Vacuum Cleaners	420	459
Television Sets	977	999
Water Heaters	399	423

## A. G. Wootton Joins Seeger Refrigerator

ST. PAUL—John M. Wooldridge, director of sales, Seeger Refrigerator Co., announced that A. G. Wootton, former chief of the Refrigeration and Air Conditioning Section of the National Production Authority, joined the Seeger organization in St. Paul as of Aug. 1.

In his new capacity, Wootton will act as divisional sales manager and hold the responsibility of contact between Seeger and several of its leading customers.

Wootton has had over 20 years of sales experience in the refrigeration field.



A. G. Wootton

## Eston Div.--

(Concluded from Page 1, Column 4) rance which produces ethylene dibromide. For several years, Eston has been American Potash & Chemical's principal customer for bromine, produced at Trona, Calif.

Alfred M. Esberg, who had been head of Eston Chemicals since 1934, has been named a vice president of American Potash, and George S. Wheaton, formerly vice president of Eston, has been appointed as assistant vice president of American Potash.

Colefax said acquisition of Eston will accelerate the entrance of American Potash into new chemical fields. Eston research facilities will be consolidated into the new American Potash laboratory in Whittier.

## Easy Sales, Earnings Down In First Six Months

SYRACUSE, N. Y.—Sales by Easy Washing Machine Corp. for the first six months of 1952 were slightly lower in dollar volume than in the same period last year and earnings per share were likewise less, W. Homer Reeve, president, announced recently.

First half sales this year totaled \$15,020,426 as compared with \$15,863,935 last year. Earnings per share were \$1.01 and \$1.13, respectively. Net profit for the 1952 period amounted to \$502,690.

Reeve declared, however, that sales were showing an upward trend and that dealer and wholesaler inventories are "in fair balance" with retail sales.



FINAL LOADING of the first full carload of Acme Flow-Temp heat pumps for the Pinellas county, Fla. schools was observed at the Acme Industries, Inc. main plant in Jackson, Mich., by (left to right): D. G. Merrill, assistant director of sales; R. E. Mercer, director of merchandising; G. L. Baldwin, executive vice president; D. L. Horton, assistant to Baldwin; and C. W. Millsam, sales manager, Flow-Cold, Air Conditioning & Refrigeration Divs.

## Acme Heat Pump--

(Concluded from Page 1, Column 2) with the Acme Seasonal Change-Over Valve, will supply chilled water in the summer, as well as hot water in the winter, to air handling units supplying year-round air conditioning in rooms where required, such as gymnasiums, cafeterias, and some classrooms.

The installation is believed to be the first time that heat pumps have been used for complete schools in this country.

Philip F. Kennard, well known architect, who completely designed

these ultra-modern cost saving schools, has stated that the cost of operation will be less for the Flow-Temp systems than it would be with conventional systems. He also lists as added advantages inherent in fuelless type heating systems the elimination of space consuming boiler and fuel storage rooms, scenery marring smoke stacks, and expensive yearly cleaning and redecorating tasks necessitated by the use of conventional heating systems.

## Hamburg Appliance Moves

HAMBURG, N. Y.—The Hamburg Appliance Co., dealer in appliances and television, has moved to a new location at 57 Buffalo St.

## PARTS JOBBERS

Servicemen can pick up Motors and ADAPTERS at your counter and carry them in their cars; service completed in one call, a distinct advantage.  $\frac{1}{2}$  to  $\frac{1}{2}$  hp.—101-D ADAPTERS also  $\frac{1}{2}$  to 1 hp.—102-C help you sell 1 to 3 hp.—103-C allied items: Motors, Belts, Pulleys, etc.

Engineering Research Associates, Inc.  
3475 East Nine-Mile Road  
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YOU CAN'T BEAT THE VICTOR

## BEVERAGE COOLERS

Fast, efficient cooling  
The work-horse of beverage coolers

Sizes:

12, 22 and 32 case capacities with self-contained units.

17, 27 and 37 case capacities for remote installation.

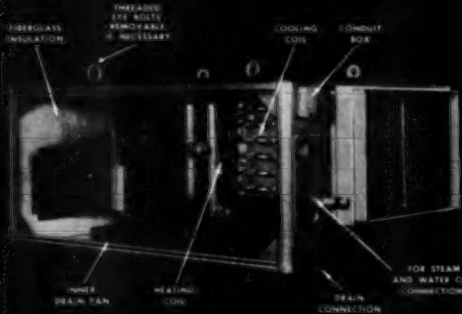


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HAGERSTOWN, MARYLAND  
MANUFACTURERS OF THE FAMOUS VICTOR QUICKFREEZER



These Bush conditioners make a market "Super"



Shop in comfort, work in comfort. Economy Market of New Brighton, Pa., offers conditioned air to customers and employees alike. Six row deep Bush Comfort Conditioners handle the comfort cooling requirements of an average of 300 people per hour. For the heating season two row hot water coils in each unit provide a convenient and economical heating system.

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